

# VARIETY

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64 PAGES

## SEE 5 SUPER AIR STATIONS

### CHI DAILIES GET MORAL; BAN NUDES

Chicago, Sept. 24. Local newspapers have gone pure, word going around that they will not use any photos of nudes or pictures of anyone with whom nudity has been associated.

Particularly in this no-nude edit noticeable on Saturday, when all theatres, World's Fair spots and night clubs have been going overboard on nudity pictures. Such horsemanship houses as the Star and Garter have been forced to use only face photographs, with some of the papers banning the words 'gorgeous body,' 'baked' and 'fan dancer'. The Music-Lake theatre wanted to book Psmith Bacon for a repeat engagement, but dropped the idea when the papers informed the theatre that they would not use any pictures on Miss Bacon because of her (Continued on page 25)

### Denver Police Court Has a Sponsor and Bar Assn. Is Piqued

Denver, Sept. 24. A fight has developed between the Denver Bar association and Judge Alvin H. Pickens of the police court over the daily broadcast from the court over KJLZ and sponsored by the Homeated Bread company. The bar association, passed a resolution, saying: 'The conduct of the police court over the radio is, among other things, contrary to legal and judicial ethics, it reduces public confidence in the police court and discredits all courts.'

Judge said the broadcast would continue, at least until either the mayor or the company that pays the bill said otherwise.

Omaha, Sept. 24. Traffic police court is broadcasting over KOHL 5.30 to 12.15 on every week day. Judge Lester Palmer acts as his own radio technician and m. c., so that the program is without expense or trouble to the station.

Judge is a former announcer at WOV and still works at the station on Sundays when not dispensing justice.

### Mae Goes Social

Hollywood, Sept. 24. Mae West's next at Paramount is an original story by Marion Morgan based on the social dynasty of Mrs. Jack Gardner of Boston.

West has the seven-act two-third, finished and also the dialogue, with production set for November.

### The Waltz' Comeback?

Society orchestras leaders have long been championing the return of the waltz as a popular ballroom dance. Most of 'em attended the Radio City Center theatre premiere of 'The Great Waltz' and the general first-night opinion was that the return of the waltz into popular vogue was clinched by the beauty of the Johann Strauss (pere and filia) score.

### 2 OZONE TRICKS GET \$300,000 IN H'WOOD

Hollywood, Sept. 24. Giving the lie to any financial depression in the Hollywood area, two major outdoor attractions in the past two weeks have piled up grosses aggregating more than \$300,000. Ringling Bros.-Barney & Bailey circus, on its first visit here in several years, mopped close to \$100,000 in 14 performances two weeks ago. During the past week the Max Reinhardt production of 'Midsummer Night's Dream' in the Hollywood Bowl topped that gross on average of six performances by rolling up around \$150,000 out of a possible take of \$200,000.

### Dunkin' in the Sticks

Minneapolis, Sept. 24. Doughnut dunking contest will be chief entertainment feature at community corn show at Ryeon, Minn., near here, Oct. 5. Championship crown and cash prize will be awarded to contestant consuming the most coffee-dunked doughnuts.

## U. S. RECREATION RATES (1) READING, (2) RADIO, (3) FILMS—BUT PIX COST COIN

### Churchill in Shorts

London, Sept. 24. London Films has concluded a contract with Winston Churchill whereby the British statesman will produce a series of 12 one-reel shorts for United Artists distribution.

Churchill has held every important political post in Britain except that of premier. He will make the shorts according to his own ideas, and they will be of topical nature, sketches of current conditions. Churchill will talk, with some action back of him to illustrate his points.

### PREDICT MORE 500,000 WATTERS

KNX, L. A. Indie, Latest to Apply—Engineers Believe 5 Sections of Country Soon Will Have One Each

### 5 C'S FOR PROTECTION

Washington, Sept. 24. KNX, Los Angeles, is laying the groundwork for applying to the Federal Communication Commission for permission to build a 500,000-watt transmitter, according to local report. This outlet, which has no network affiliation, is currently licensed for 50,000 watts.

Expert opinion in the trade inclines toward the belief that KNX would have little difficulty obtaining a boost of superpower dimensions. Transmission in this case would be so directed as to sweep and confine itself to the entire Pacific coast area. Leading radio engineers aver that eventually assignments of 500,000 watts will be held by at least five stations spotted in distinctly spaced parts of the country. WLW, Cincinnati, at present is the only outlet operating at that power.

One advantage that a 500,000-watt license will give its holder is security. Superpowered outlets would have little chance of being pulled in by the commission to defend their channels against application bidders. Legal fees entailed in protecting the licensee's rights to a clear channel averages \$5,000 a year.

### Sponsors' Refusal to Waive Time May Halt Ford Co. Airing World Series

#### R. C.'s One Miss

Radio City's Music Hall is generally regarded as having the finest and most completely equipped stage in the world. But Thurston the magician had to turn down a date there because his inspection of the stage revealed there isn't a trap door in the place.

Possible that the coming World Series may not be commercialized on the air. Refusal of several advertisers to give up their afternoon time on NBC is jamming up the baseball intent of the Ford Motor Co.

At a conference slated for today (Tuesday) the car maker will either agree to take what stations he can get on NBC and CBS or give up the idea altogether. In such case the Series will be broadcast by the net works, as in previous years, on a sustaining basis.

The radio code authority dropped another fly in the Ford ointment when it announced last week that it would ask to have NRA authorities issue an order to broadcasters cautioning them against taking the Series gratis until they are permitted to exclude the commercial credits.

Toughest situation that the groins have to contend with in clearing their schedules for Ford and the Series is the matter of Sunday, Oct. 7. NBC on its red (WEAF) chain has 10 commercial programs following.

### Mono Ribs Film Biz With Pic Based on Gobbling of Kids

Hollywood, Sept. 24. Monogram will make a picture, 'Million Dollar Baby', kidding the rest of the industry for its current urge to get kids under contract as a result of the Shirley Temple popularity.

Yarn was written by Joe Santley who will direct, production starting Oct. 29. This picture takes the most on the schedule previously titled by 'The Healer' which goes over an account of casting trouble.

### NAUGHTY CHILDREN SPANKED BY RADIO

Madrid, Sept. 24. Naughty Portuguese children have a new bogeyman—the radio, station CTGIL, Lisbon, is broadcasting a program at 9:30 p.m. daily when most kids ought to be in bed addressed to children. Announcer gives the names of disobedient brats with observations regarding their particular faults. Remarks aren't any too kind.

Speaker tells 'em to be good or he'll take another crack at them over the air. Apparently wants to shame them into goodness. Seems some parent thought she could get her offspring to behave by having her radio station rebuke the kids' crimes and the idea spread.

### CAPITAL HEARS JOHNSON FOR FILM JOB

Washington, Sept. 24. Reports that Gen. Hugh Johnson is slated for a film job were denied in well informed circles here today (Monday), but rumors that Blue Eagle tamer will take a post with an unspecified film producing company, are around.

The General's days with the Government are admittedly numbered, and official admission of resignation is expected momentarily.

Rumors, however, do not name the picture company reputedly seeking the General's services. Similar rumors were around concerning NRA Deputy Administrator Col. A. Rosenblatt but nothing happened.

Possibly the Johnson report is also just one of those things.

### Route Television Act

Portland, Ore., Sept. 24. Television machine owned by C. R. Spencer of L. A. is being routed as a local attraction. Outfit is being booked into northwest houses for week stands.

House advertised for local females who wanted to be televised. Special screens are set up on either side of the stage. The television production is not crystal clear but gives a fairly comprehensive if rough idea of how the new machine disposes of work dramatically.

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# INDIES STOP NETS AT CINC

## I. D. Levy Enlivens N.A.B. Copyright Pow-wow with a Few Hot Asides

It took I. D. Levy, part owner of WCAU, Philadelphia, and second largest stockholder in CBS, to lift a convention of the National Association of Broadcasters out of its routine doldrums. Levy's performance in Cincinnati came, as it did the year before, during the assembly's consideration of the license fight against the American Society of Composers, Authors and Publishers.

Levy put the usual amount of pyrotechnics into his talk, but it was obvious that his heart and mind were weighed down by a grievance that had nothing to do with ASCAP, and before he left the platform Levy revealed what it was that caused this heaviness of heart. It seemed that the assembled delegates had in turning down his candidate for president showed that they were not appreciative of the services he has given in the battle against ASCAP. Levy had wanted Alfred McCosker of WOR, Newark, re-elected for a third term.

In the course of his diatribe before last year's NAB convention at White Sulphur Springs Levy conjured up three strawmen as advertising partners for his verbal battles. They were E. C. Mills, Nathan Buckan and Gene Buck, all of the American Society. At Cincinnati Levy brought Mills back for a return engagement and picked on Varnet as well.

Cause of Levy's burnup against Varnet was some comment that the sheet had made when the Government filed its dissolution suit against ASCAP. Comment had been to the effect that the court action was obviously so timed that those invested with copyright authority by the NAB would have something concrete to report when the organization convened in Cincinnati. This bit of observation brought from Levy the assertion before the convention that he believes that Varnet is the best sheet that Mills has.

Levy also told the convention that ASCAP's declaration that it wasn't worried about the suit impressed him as just a bluff. He predicted that when the courts ordered the music combine dissolved Varnet would 'come out with a headline on the front page reading 'ASCAP DISSOLVED BECAUSE IT WANTED TO BE DISSOLVED.' Levy held up a copy of Varnet to give 'em an idea how this headline would look strung across the page.

**Candidacy**  
Levy assured his listeners that they needn't worry about running into infringement suits following the dissolution of ASCAP, because the courts would allow them ample time to adjust themselves. Soon after this assertion Levy switched to a more conciliatory mood and urged the broadcasters to stop calling ASCAP names. 'The differences between the two factions, he said, must be worked out on a gentlemanly basis. Radio must, no matter what the outcome of the suit, live with music, and for this reason the broadcasters should stop carrying chips and curb their ill feeling, if any, toward these copyright owners.

Levy indicated that there was still a possibility of getting together with ASCAP on a new contract. This new agreement, asserted Levy, would be a long-term affair, and the parties concerned should not wish to compromise on the basis of what a willing buyer is willing to pay a willing seller. How much his own station, WCAU, depends on ASCAP controlled music was attested to at this point by Levy. Of 786 pieces of music used on WCAU during last month (August), averred Levy, six numbers were not in the ASCAP catalog.

Switching from his ASCAP theme, Levy told the delegates that his spirit had become oppressed by the fact that he had found that the NAB members were not sticking together. They had allowed, he said, outsiders to come in and dictate the candidate to be elected president.

### Bachelors' Program

Dubuque, Ia., Sept. 24. Who is going to put on a program for the bachelor. Programs for youngsters, the adolescent, mother, dad, the housewife and family clutter the air, but to date none has been spotted that will fill the niche that is the bachelor's bit in life.

Plaint for a break came via post card to WKDH, local ether outlet, from a bach and has the program department busy trying to figure something out. Dude outlined the fact that it was his belief that there were enough males, following the trail of single blessedness, to warrant a program for their especial benefit.

But figuring out what bachelors want?

## COPYRIGHT LAW MUST BE FIXED —SCHUETTE

As suggested by Oswald F. Schuette in his report on the music license situation the National Association of Broadcasters, in convention at Cincinnati last week, voted to petition Congress to change the copyright law so that the courts in penalizing infringers can use their own discretion about the damages. Under the present statute the court has no alternative but to impose a minimum fine of \$250 for each infringement.

Schuette also urged that the NAB's board of directors be instructed to proceed with the organization of a music pool so that in the event the American Society of Composers, Authors and Publishers is ordered dissolved the broadcasters will have their own source of sharps and flats. Convention not only okayed this proposal by resolution but agreed to instruct the officers and directors of the NAB to give their full support to the anti-trust suit filed by the Government against ASCAP.

**No Chance Now**  
In his report to the convention Schuette admitted that there wasn't a chance of inducing Congress at its next session to revise the copyright law but the sooner the broadcasters started their campaign in that direction, he said, the stronger would be their position when the proposition eventually came up for an airing in Washington. Schuette averred that radio would have the support of the hotel men's association in this campaign.

Schuette said that he had been (Continued on page 36)

Cited by Levy as thereby guilty of 'attempting to drag the organization in the mire' were 'an amusement paper' and 'a firm of station representatives.' These 'outsiders,' charged Levy, 'went to the nominating committee and said they wanted so-and-so put up for president.' Raising his pipes to their top volume, Levy shouted, 'We must never let outsiders meddle in our organization.'

## UPSET NBC-CBS AT N.A.B. MEET

### Several Resolutions Go Through Against Opposition of Webs—Presidency Fight Routs Network Favorite

#### '35 MEETING IN JULY

National Association of Broadcasters' convention at Cincinnati last week developed into a complete rout of the network forces. Inaugural element among the delegates not only smashed the NBC-CBS machine, which for years had dominated the nominating committee's choice for president, but obtained passage on the floor of trade policy recommendations that have always been strenuously opposed by the webs.

Networks received their severest setback when the convention, by an overwhelming majority approved a resolution seeking to 'legitimize' the electrical transcription. Riding roughshod over web attempt to vitiate the proposition with modifying amendments, the body voted to ask the Federal Communications Commission to rescind the regulation which requires an electrical transcription made for broadcasting purposes to be announced as such over the air.

Two resolutions on the subject were reported out by the resolutions committee. One favored taking the curse off the disc show by eliminating any sort of announcement, while the other, maneuvered through the floor by the network contingent, was virtually a replica of the resolution passed by the NAB at its 1933 convention in White Sulphur Springs. Latter resolve urged that in place of the e. t. announcement the disc be described over the air as a production of the company that did the stenciling. This recommendation was assailed by the indie broadcasters as primed to give heaps of free plugging to the recording transcription muck in the field, the World Broadcasting System, and the convention this time voted to scuttle the 'production' tag suggestion and make it an out-and-out request for the announcement removal. As the broadcasting division of the FCC is now represented, leading indie station operators felt that the proposal has a good chance of going through.

Advocates for the networks lost out on two other issues. One of these was a recommendation that the co-operation of stations in merchandising commercial programs be limited to such things that do not entail direct expense and the other had to do with the standardization of units of sale. William E. Heiges, manager of NBC owned and operated stations, was the author of the merchandising resolution. It was his proposal that if the broadcaster incurred any direct expense in the way of merchandising the cost was to be passed on to the advertiser. Those opposing the Heiges proposition described it as ambiguous in that it didn't tell the broadcaster where to stop, and the vote against its adoption was overwhelming. Although the CBS delegates, to a man, voted against the idea of standardizing the time units available to sponsors, the majority agreed to refer the proposal to the NAB commercial committee with the suggestion that the latter send it out to stations as a recommendation of the committee.

Alleged tendency among stations to take advantage of the Code Authority regulation permitting the granting of special rates as long as these rates are filed with the NIA coterie also received attention from the convention. In a resolution offered by the commercial committee it was charged that this special rates provision was being used

(Continued on page 36)

## Post-N.A.B. Hearings by Code Board In Cincinnati Bring Out Squawks

### N.A.B. Elections

New list of officers and directors of the National Association of Broadcasters follows:  
J. Teuman Ward, WLAC, Nashville, Pres.  
Lambdin Kay, WSB, Atlanta, 1st. V.P.  
C. W. Myers, KOIN, Portland, Ore., 2nd V.P.  
I. D. Levy, WCAU, Philadelphia, Treasurer.

Directors  
M. K. Carpenter, WHK, Cleveland.  
William B. Hedger, NBC, New York.  
Arthur B. Chorch, KMBC, Kansas City, Mo.  
Frank M. Russell, NBC, Washington, D. C.  
L. R. Kinsbury, WGR, WKRW, Buffalo, N. Y.  
J. Thomas Lyons, WCAO, Baltimore.  
I. Z. Buckwalter, WGAL, Lancaster, Pa.  
Alfred J. McCosker, WOR, Newark, N. J.  
Lee Fitzpatrick, WJR, Detroit.  
Harry C. Butcher, CBS, Washington, D. C.  
John J. Gilfin, Jr., WOW, Omaha, Neb.  
S. Gordon Parsons, WFPA, Montgomery, Ala.  
Stanley Hubbard, KRTF, Minneapolis, Minn.  
Harold Wheelahan, WSMB, New Orleans.  
Powell Cusley, Jr., WLV, Cincinnati.

Cincinnati, Sept. 24.

Broadcasters assembled for the NAB convention were given a chance today (25) following the close of the main meet to air their grievances before the radio Code Authority. No action was taken by the latter coterie on any of the complaints. These, along with other problems, will be further considered at a full meeting and hearing of the industry's code committee in Washington Oct. 21.

Topics that received major attention at Thursday's hearing had to do with black sales, the working out of a line of demarcation between local and national rates and local personnel salaries. Several small station owners declared that they were compelled to pay the same union salaries as assigned to the big waters in the same town. J. M. Baldwin, executive officer of the Code Authority, explained that there was nothing that the code administration could do about this situation. He did suggest that the small stations get together with the unions concerned and attempt to arrive at a solution less onerous to them.

Time selling idea that came in for both planning and approval from the attending broadcasters was the black brokerage thing. Some of the radio men complained that the arrangement whereby a broker bought a block of time and parceled it out to local advertisers at rates below the station's card figures had all the earmarks of unfair competition. Discussion on this item developed that the plan found little opposition in the large cities but was a source of severe headaches in smaller towns.

One thing that the hearing did agree on was that the broadcasters ought to get together and define the differences between local and national accounts. It was assumed that the industry in this regard adopt the rate policy toward newspapers as set up by the American Association of Advertising Agencies.

John Shepard, 3d, of the Yankee Network, presided at the Code Authority hearing. Sitting with him were John Elmer, Alfred J. McCosker, Edward M. Neekles, M. R. Rayson and Frank M. Russell.

## NBC May Assign WLBW To James M. Cox and Move Station to Dayton

Erie, Sept. 24.

A new NBC move involves WLBW, Erie. Network has taken over this 1,600-watt with the reputed idea of moving the transmitter to Dayton, O., and turning over the station to former Gov. James M. Cox for operation in conjunction with his local paper, the Dayton News. Application for the shift is slated to come up before the broadcast division of the Federal Communications Commission the early part of next month.

Cox currently has WIOD, Miami, on the NBC list. Another wave-length manipulation that the Democratic powers in Ohio would like to have considered is reported the shifting of WALR from Zanesville to Toledo. WALR is a 100-watt.

### N. A. B. Humor

Wise cracks that garnered the heaviest laugh during the NAB convention in Cincinnati was one contained in a sketch presented by H. J. Quillan, KOMO, Seattle. He had one character remark to another:

'If you put your program on a network you'll get a vice-president in charge of your account.'

## DAYTIME WEB IN UPPER NEW YORK

Under discussion is the linking up of four upper New York NBC stations into a daytime network. Regular members of this loop would be WBYR—Syracuse—WHAM, Rochester; WGY, Schenectady; and WHEN, Buffalo, while WJZ or WFAA, depending on which had the available time, would serve as the release for the metropolitan area. Group, if and when organized, will take as a tag the 'Empire Network.'

Several ad agencies have recently suggested that a hookup of this sort would be of convenience to some of their accounts. Three of the stations involved are 50,000-watters.

## MITTENDORF LEAVES WKRC, CINCINNATI

Cincinnati, Sept. 24.

E. S. Mitterdorf has handed in his resignation as president and general manager of WKRC, local CBS owned and operated outlet. His departure will take effect as soon as Columbia has decided on a successor.

Mitterdorf, who has been with the station for over five years, advised M. R. Rynow, CBS treasurer, last Thursday (20) of his decision to quit. He explained that he was anxious to get out on the west coast and settle down there with his wife's family. He also told Rynow, who was in Cincy at the time attending the NAB meet and Code Authority hearing, that it was his intention to withdraw from broadcasting for a while and devote himself to the art of loafing.



# NBC'S TRANSCRIPTION DEPARTMENT HAS INTERNATIONAL EXPANSION AMBITION

NBC has ambitions of developing its transcription department to the point where it will serve as a producer of programs for placement on stations in foreign countries. To facilitate this development the network manager of the Joseph Katz agency, New York, was given a telephone audition by an ambitious musician-entertainer who called him up and did his entire routine on the phone. Katz was too polite to hang up.

John G. Paine, chairman of the MPPA, has, however, advised NBC that his organization would not be amenable to the proposition. Rather than grant this worldwide license, authority to NBC it would prefer to have the web transfer such matter to RCA Victor and let that company arrange for the required music licenses with the MPPA. In making the request NBC informed the MPPA that several of its transcription clients were interested in booting their programs with foreign outlets, and that the latter were anxious that NBC first obtain the necessary foreign licenses to MPPA controlled music.

**No Favors**  
Pending the working out of a flat license arrangement, NBC has stopped making application to the MPPA for licenses covering the web's recorded sustaining series. NBC's transcription department several weeks ago approached Paine with a request that it be permitted to pay music a lump sum for each master instead of paying according to the number of records turned out. Paine answered that he would be agreeable to any proposition devised by NBC, if it proved fair enough to apply to all other transcription makers. In any event, there would be no discrimination in NBC's favor.

NBC until the Government filed its dissolution action against the MPPA also harbored the idea of setting up a music license clearing bureau in this country for transcription makers. As ERPI once did for pictures, NBC would obtain the exclusive licensing rights in the domestic radio disc field, with authority to sublicense the other transcription makers. This project has been abandoned until the U. S. versus MPPA litigation is settled.

## Cantor Bows on Pebecco Hour Sun. Nite, Feb. 9

Lehn & Pink has taken the 9 to 10 p.m. EST segment on Columbia Sunday nights. Eddie Cantor will do his first show under the Pebecco banner Feb. 9, with the comic and his troupe spanning the first half of the hour.

"Hall of Fame," currently on NBC, will occupy the balance of the stretch.

## WAU Gets NBC Show

First commercial program placed by NBC on WAU, Columbia, is the Red Davis (Beecham Gum) serial. Up to three years ago the station was on the CBS list.

It has been without network affiliation until recently.

## F.A.S. Represent KMBC

Chicago, Sept. 24.—Free and Meinert, now representing Arthur Church's KMBC, Kansas City, means that F.A.S. have parted company with WHD, which was formerly their Kansas City spot.

## LIBERTY ON CBS

MacGadden Publications has bought 13 Sunday night half hours on CBS for Liberty mag. Program, which starts Oct. 16, will be Edwin C. Hill, Will Neil, Jr., and Arnold Johnson's band. Hookup will take in 12 stations. Kevin, Wasey in the agency.

Liberty was last season represented on NBC with a Friday night quarter hour framed around its editor, Fulton Oursler.

## THEY TRY EVERYTHING

But Crashing Radio Still World's Toughest Puzzle

How Larson, general production manager of the Joseph Katz agency, New York, was given a telephone audition by an ambitious musician-entertainer who called him up and did his entire routine on the phone. Katz was too polite to hang up.

## No Commissions By KGW-KEX on Retail Accts.

Portland, Ore., Sept. 24.—Radio stations, KGW and KEX of the Oregonian will eliminate the 15 percent commissions paid to local agencies on Portland retail accounts after Oct. 7.

Sectional and national accounts coming through recognized agencies will continue to receive the customary commission.

Memphis, Tennessee, stations about a year ago established a policy on non-recognition with respect to purely local advertising agencies.

## Stokes Joining WGN As Pop Music Leader

Chicago, Sept. 24.—Harold Stokes joins WGN, Chicago Tribune station, on Oct. 15 as director of the dance band aggregation.

Stokes comes in after several years with NBC. He will handle pop music assignments while Henry Weber, musical director of WGN, will take care of the symphonic and classical portion of WGN music.

## ALL-CLASS OPPOSISH

Sun. P. M. Listeners to Get Plenty Concerts, Symphonies and Operas

For the first time in its history the Chase & Sanborn show on NBC's red (WJZ) link Sunday nights is faced with commercial opposition. Not only has Columbia said its Sunday 8 to 9 p.m. EST spot, but Cadillac is slated to blow into the same segment of the clock on the blue (WJZ) loop Oct. 7. Cadillac is returning with its policy of guest conductors and concert names. Ford, which debuts the same night, will use the Detroit symphony orchestra, headed by Victor Kolar, for an all-station hookup.

In the event the office account goes through with its plan to shift to a policy of tab opera when Eddie Cantor leaves for Pebecco, the 8 to 9 stretch will be an all-classical one as far as network listeners are concerned.

## 39 Campbell Discs

Chicago, Sept. 24.—Campbell Cereal company is planning a series of 39 five-minute platters for spotting by Oct. 1 through some 46 stations in the east and midwest.

Aimed at kids, the platters toss off fables from the humorous angle. Handled through the local Mitchell-Paust agency and recorded at the Brunswick-Columbia studio here.

## P.T.A. NBC LECTURES

Chicago, Sept. 24.—National Congress of Parents and Teachers goes on the NBC net with weekly series of half-hour talks by educational leaders on Thursdays starting Oct. 4.

Attempt is being made by the committee to discuss problems confronting parents today. List of subjects includes economic home and school life.

## Sadistic Cruelty

Philadelphia, Sept. 24.—First WDAS theatrical interview of the season was managed by intrigue of another local outfit, Alvin Dinehart, appearing in "Alley Cat," was scheduled for a mike-chat with Harold Davis over WDAS. But when the time for the program arrived, Dinehart was among the missing.

Three minutes later a phone call from station WHIO notified Davis that his interview had arrived there shortly before. And since he was there already, they were doing the interview themselves, using interview themselves.

## Ida Allen 14-City Tour To Launch Wax Series Has Girl in Advance

Syracuse, Sept. 24.—Ida Bailey Allen, home-making authority, is due here Oct. 1 to launch a series of radio broadcasts, "Round the World Cooking School," for an oleomargarine manufacturer.

Syracuse is the first of 14 cities where Miss Allen will personally appear to start radio campaigns; with her will come "Frans" (Charles Fremack), chef.

Save for the introductory broadcast, transcriptions will be used. Programs are set for Monday, Wednesday and Friday mornings at 10:30 over WFBL (CBS) here.

Louise Mitchell, former fashion editor of the New York American, traveling in advance to handle exploitation and promotion. There'll be a luncheon for 25 Syracuse clubwomen and later a meeting in the Hotel Syracuse ballroom.

## Frances Armé with Valles

Frances Armé, who was Mrs. Robinson of the Cantor-CBS show, goes on the Valles-Pfeilschmann variety bill on NBC Thursday night (ET).

Miss Armé, who headlines in vaude as a singing single, will team with Lou Holtz on the Valles show.

## Air Flashes, Night Resumes of Trial Helped Dailies' Circulation, WSGN Declares, But Papers Aren't Cordial

## COPYRIGHT CHANGES

(Continued from page 35)

asked by broadcasters what catalogs outside of ASCAP he thought they ought to obtain a license for. To this query he had no answer, but he did urge the broadcasters that if they licensed other than ASCAP music they should make full use of it, if in doing this they at least succeed in making ASCAP controlled music less popular.

Music pool which he organized last year under the tag of the Radio Program Foundation, said Schuette, had 129 subscribing members, this including the networks. The RPF would serve as the nucleus of the clearing house that Schuette has in mind.

E. C. Hammett, associated with Newton D. Baker as NAB copyright counsel, told the convention that the broadcasters as part of their campaign against ASCAP should have a representation in each state whose function it would be to explain the copyright situation to each local candidate for Congress. Hammett indicated that he still had hopes of inducing ASCAP to adjust its contract with radio. He advised the convention that had arranged for a conference with R. O. Minis for the following day (26).

## STOP NETWORKS

(Continued from page 35)

to make price concessions which were contrary to the intent of the standard radio provision of the code. Convention charged the committee's proposal that the NAB petition the Code Authority to take steps to amend and clarify or to repeal its regulations permitting the special rates provision.

Delegates also gave their approval to two resolutions having to do with the establishment of central sources of information. Through one bureau NAB members would learn what agencies were good credit risks and which were not, while the other bureau would serve as a place where agencies and advertisers could get pertinent data about radio advertising. Turned down by a simple vote was a resolution favoring the use of standard time exclusively for all programs. Under a resolution that received unanimous assent the NAB's conventions hereafter be held in July or August—instead of September or October. With the summertime giving him lots of leisure, the broadcaster, the resolution suggested, would find a July or August standing much more to his convenience.

Selection of J. Truman Ward, of WLAC, Nashville, to head the nominating committee's slate was a compromise. Networks, with L. D. Levy as spokesman for CBS, and Frank Russell as political weather-vane for NBC, backed Alfred J. McCosker for a third term. Sentiment in the convention leaned strongly in the direction of Leo Fitzpatrick of WJLB, Detroit. Fitzpatrick had let it be known that if McCosker persisted in running again he would project himself as an opposition candidate. Rather than chance this threat McCosker at the eleventh hour withdrew from the race and it became incumbent upon the network and insurgent elements on the committee to get together on a middle of the course candidate. When the slate was eventually presented to the convention two other nominations were made from the floor. One was H. K. Carpenter, of WHK, Cleveland, and the other, Fitzpatrick. Latter declined the nomination, and in the ballot runoff between Ward and Carpenter it was a count of almost two to one for the Nashville broadcaster. Ward, in his installation speech, declared that he had not been elected by a clique inside or outside the association. Prior to broadcasting Ward's specialty was policy writing. His titles on the roster of Life and Casualty Insurance Company, which owns and operates WLAC, is v.p. and director of radio.

## Rural Weeklies Replace Dailies On Station Aid

Dubuque, Ia., Sept. 24.

Out of luck as far as local publicity is concerned, radio station WKBB found an out through tie-ups with weekly newspapers in its territory. Some 20 papers were lined up on a mutual basis with the station. In return for news matter and display ads, the station is devoting time on the air to giving out short news items, properly credited to the paper of origination and urging listeners to read their community paper.

Closes its station nothing, because of the unusual newspaper advertising and gains plenty of goodwill through dissemination of flash news bulletins in the territory covered by the paper sending it in. More paper interest is engendered because only the highlights are given in the flashes. With press deadlines varying, the station has been able to allocate otherwise unprofitable time to the buildup of its facilities.

## WDAS 100% FOREIGN AFTER 7:30 NIGHTS

Philadelphia, Sept. 24.

WDAS, combined with WTEM in Philly's Radio Centre, is now strictly foreign from 7:30 on each night.

Programs include German, Jewish, Italian, Polish, Greek, Slovak and Ukrainian. After the Chinese leader, Tsi Tink-Kai is interviewed now, the station will back only Sanskrit and the Indian dialects to be real House of All Nations.

## Columbo Estate Valued At \$5; Insur. Unlisted

Los Angeles, Sept. 24.

Petition for administration papers in the estate of Russ Columbo, valued at \$5,000, has been filed by his brother, John Columbo. Although the petition did not state anything further except that Columbo left no will, it was understood he had insurance policies of around \$100,000. These did not have to be listed in the petition.

Estate was described as consisting of only \$150 cash, personal effects and royalty interest in musical publications and recordings.

## Wax Works

Rival Dog Food is having recorded by NBC transcription department 12 quarter-hour musical programs. Placements through the Charles D. Miller Co. of Chicago.

Holmer Piano Auctioneer has had turned out for it by the General Broadcasting Co. a series of 25 quarter-hour musical discs. Thornton-Currier Agency is handling.

Willard Tablet is spreading a number of five-minute discs throughout midwest territory starting Oct. 1 for five times weekly. Old-time songs plus the regular Willard Messenger.

Willard time spotting being handled through Hugh Hager, Chicago.

## Sponsors-Agencies

Edward P. Shurdick has resigned from Station KSTP, Minneapolis, which he managed for four years and has established a twin city advertising agency.

Fern Furniture Company of Albany is sponsoring a new program titled "Distinctive Dramas" over WCVT, Schenectady. First sketch, "The Cabinet Maker," a 15-minute affair on Thursday afternoon.

# 'SIN PURS' GOING OUT

## DIG STATIONS PAYING TALENT

**WOR and WMCA Adopt Salary Scale for Everybody—\$5 Per Broadcast Sustaining Average—Smallest Say Can't Afford to Pay Un-sponsored Acts**

### BUILD-UP SLANT

Question of compensation to sustaining talent on the New York stations has been sharply focused by the recent announcement of WOR that nobody performs before its microphones unpaid. At the same time and along somewhat comparable lines the Greater Story-A18 network key station, WMCA, is putting into operation a policy of everybody gets paid.

At WOR and WMCA it is stated that the rate of pay for un-sponsored talent amounts to \$5 per broadcast, although not computed generally on that basis. Stations prefer to contract acts on a weekly basis and place them into the program schedule where caps need filling.

Traditionally the radio stations have paid very few performers. Today the changes started by WOR and WMCA are not prompted by any lack of supply or any shrinkage in the number of turns ready, willing and often anxious to work gratis. Rather it's a question of working in with a business policy.

### No Coffee and Cake

At WOR a recently organized artist bureau seeks an exclusive representation contract with all talent broadcasting over the station. To make such an arrangement equitable the station obviously must guarantee all signatories something tangible. Hence weekly stipends are the rule. While other stations, with characteristic radio cynicism, pooh-pooh WOR's \$5 minimum per broadcast and hint that it doesn't figure out that well, the station makes the positive affirmation that wages and not car fare or coffee money are paid to sustaining talent.

WOR artists bureau collects 25% commission. It is explained that the station pays all booking fees out of its share and the talent pays only the one commission regardless of how many agents, etc., have to be dealt with to consummate any deal whether in theatres, clubs, or for sponsors.

Burt McMurtrie, program boss for WMCA and the ABS chain, is against more than 10% commission from talent and argues that just enough to cover the expense of outside bookings is thereby sought. McMurtrie is of the opinion that broadcasters have injured themselves and driven advertisers to cast programs direct by the multiple commissions that have piled up to as high as 50% and more in some cases.

Smaller stations, like WIN, WINX, WBRB are not expected to follow the examples of WOR and WMCA right now. But program directors seem fairly agreed that they would like to be able to compensate sustainer instead of relying as at present upon the good will basis of negotiations between stations and talent.

Even though a program is sold commercially after sustaining payment there is no assurance the advertiser will not eliminate the performers whose speculative gains and appearances helped sell the show. Sponsors and their advertising agencies are pretty apt to have their own favorites or ideas. Or to make changes just on principle.

### WINS Likes 'Em Free

R. L. Ferguson, manager of WINS, took the position that talent that doesn't attract sponsorship has no value to a station and that since there is plenty of talent agreeable to exchange their services

for the publicity and build-up advantages through WINS (and its Hearst press connections), there is no economic or moral need to pay for something that artists are willing to give gratis. Apropos, the WOR policy and with respect to its compulsion upon other stations as a precedent Ferguson declared, "I can't get very heated over that. WINS has an artists booking auxiliary conducted by an ex-vaudeville, Earl LaVerre, which collects 15% on outside bookings. WINS employs 16 musicians and five announcers."

There are about 35 sustaining turns on WNSW. Plus, of course, the union musicians and announcers who get paid. Less than a year ago, WNSW was not in a position to pay everybody, but Walter Butterfield, program director, is sympathetic and would like to see universal compensation. But that's vague and far off.

### Chicago, Sept. 24.

Talent situation in Chicago as affects sustainer is not unlike New York. WCFL, WJJD, and KYW use gratis turns rather extensively. WJJD, which employs large numbers of hillbillies and other talent, has an aggressive artists bureau and is believed to guarantee talent a small weekly minimum.

WJJD has followed the policy of using acts for free sustaining fills without extra pay. Talent gets money from commercials on same station and doubles for the program department on a 'courtesy' basis.

## ABS NETWORK FINANCES SET

With the required starting money in the bag and practically all station debts set, the American Broadcasting System expects to have its hookup wires in by Oct. 7. First week of lines will take in 14 key cities extending as far west as Denver, La.

Consummation of the coin angle took place at a meeting of the ABS board of directors yesterday (Monday). Deal required that the web's exchequer start off with \$200,000, with a third of it contributed by George Storer and the balance by the Ryan-Whitney contingent. Later, certain of Wall Street circles were responsible for the organization of the Federal Broadcasting Corp., which holds the operating lease on WMCA, New York.

### Network Premieres

Sept. 30. Larry Doo, the Minister Man (Living Radio-man) (A. M. Doyle Co., WABC, 2:30).

Sept. 30. H.H.'s Program (H.H.'s Nose Drops, WABC, 2:30).

Sept. 30. George Gershwin (Fleen-A-Mint, WABC, 4).

Sept. 30. Pat Kennedy, Art Kassel (Paris Medicine Co.—Bromo—Quinine and Nose Drops, WABC, 1:45).

Sept. 30. Armino Concert Band direction Frank Rimmer; Bennett Chappel, narrator (American Helling Mills, WJAP, 6:30).

Sept. 30. Jane Froman, Modern Choir, Frank Black orchestra (Fonling, WJAP, 10:30).

Sept. 30. Bob Becker (John Morrell & Co., WJZ, 2:15).

Oct. 1. Rosalind Greene and Janice McLaughlin (Delaware, Lackawanna & Western Coal Co., WJAP, 3:15).

Oct. 1. Tom Mik serial (Hastings Furina, WJAP, 5:15 p.m.).

Oct. 1. Capt. Tim Healey (Every Soap, WJAP, 5:45 p.m.).

Oct. 1. Al Bernard, Paul Dumont; Milton Lettenberg orchestra (Molle Co., WJAP, 7:30).

Oct. 1. Mildred Bailey and Willard Robinson Deep River orchestra (Vicks Chemical Co., WJZ, 7:15).

Oct. 1. Burgess Meredith—Red Davis (Beech Nut Packing Co., WJZ, 7:30).

Oct. 1. Eddie Hitz and Nick Dawson (Woodbury, WJZ, 1:45).

Oct. 1. The Shadow (Del. Lack. & Western Coal Co., WABC, 6:30).

Oct. 1. Boy Scout Program (Libby, McNeill & Libby, WABC, 6).

Oct. 1. Ross Fonelle (Laggett & Myer, WABC, 9).

Oct. 1. Shipley (Sterling Products, WABC, 8:15).

Oct. 1. Myrt and Marjorie (Wm. Wrigley, Jr. Co., WABC, 7).

Oct. 2. Ben Bernie and orchestra (Premier Talent Sales, WJAP, 9).

Oct. 2. Ed Wysh and Graham McNamee (Texas Co., WJAP, 9:30).

Oct. 2. The Story Behind the Chair (Provident Mutual Life Insurance Co., WJZ, 9:15).

## Co. Organized to Run Radio Show Ads in Dailies for Air Sponsors

### NBC Will Not Guarantee Protection If Advertiser Doesn't Use Full Web

Clients holding down split network allocations have with the pressing demand for time become non persona grata with NBC Web's newly adopted policy is to refuse to guarantee protection to these accounts when their contracts come up for renewal. Agreements will be extended only with the provision that the split link tenants consent to withdraw upon 30 days' notice.

First client to encounter this change of policy was Gulf Refining. NBC was amenable to giving the oil distrib another run of 13 weeks provided that it accepted the 30-day removal clause. Gulf elected to shift the account to Columbia, effective Oct. 7.

### NBC PRODUCER'S PAY DOUBLED BY INDIE

Chicago, Sept. 24.

Wyatt Wright, dramatic director at the local NBC office, resigned to join WJW in Detroit.

Indie station reportedly offered Wright twice as much as he was receiving with NBC. NBC wanted him to stay out but sized an upper wage level.

Morrison Wood came over from the label station WCFL to take his place. Wood was formerly in vaudeville, stock and for several years with Sam Gerach.

### WCAU's Butcher Joins Lennen-Mitchell Agency

Philadelphia, Sept. 24.

Rayne Butcher, WCAU production man, left last week to begin in similar capacity for Lennen and Mitchell. Butcher was formerly WLW announcer before coming to WCAU two years ago in production.

Was recently appointed CBS editor of the nightly Boake Carter news copy and WCAU night supervisor. Starts with the agency today (24).

## SARNOFF TAKES NBC CHAIRMANSHIP; SIDETRACKS MOVE TO PUSH PATTERSON

**David Rosenblum, from Trade-Ways, Becomes Vice-President of Web and Will Handle Problem of New Station Competition**

NBC board of directors last week resorted to an outside organization for an executive and put into effect the newly devised plan for station compensation. Brought in for the assignment is David Rosenblum, who as executive v.p. of Trade-Ways, Inc. has for the past year had charge of that efficiency outfit's problem of the radio sales program and artists' booking departments. Rosenblum has been invited by the NBC board with the title of V.P.

Some meeting of directors chaired for the record the election of David Sarnoff as chairman of the NBC board. It also re-elected the entire roster of officers. With Rosenblum the lineup of NBC's top has been boosted by H. Sarnoff's induction into the post one which had been vacant since the death of H. F. Davis over two years ago, after

reok a state that Richard C. Patterson, Jr., strongly favored. This was the election of himself to the presidency, the appointment of Rosenblum as executive v.p., and the re-assignment of M. H. Aylesworth to chairmanship of the board. Patterson retains his niche as executive v.p.

### Easy Ones First

In an officially framed announcement, Rosenblum was described as being named by Trade-Ways for one year to assist the NBC management in the network's work on planning and development. Understanding is that among Rosenblum's duties will be that of taking full charge of the new stations compensation plan, in whose devising he has played a major part.

First to be approached for signature to contracts based upon the revised scale of commercial program payment will be those associated stations whose stations

standing is of minor import to the network. After these have been disposed of the web will turn to the tougher element on its roster of affiliates.

Reports mention that the web has arrived at a set scale of compensation with this arrangement calling for the payment of 37½% to the station of the sum collected for its use by a client. With the readjustment of the affiliate divvy the network would also establish as its own rate the local card rate of the station involved. In carrying out this phase of the plan, it is unofficially reported NBC will expect certain affiliates to revise their local rates according to the boosts or reductions suggested by the network.

Under the plan a couple of high-powered stations in the south were slated to have their rates reduced substantially on the ground that their prevailing power are not commensurate with the market potentialities of the regions covered by their transmitters.

Milt Britten band, due on the Coast this month to do a picture for Paramount, booked by the J. A. Hart Levy agency for The Warfield, San Francisco, week of Sept. 26.

Chicago, Sept. 24.

Radio Announcements company has been forced to run daily advertisements throughout the key newspapers of the country, sponsoring regular commercial programs on local and national hookups. Other attempts at commercial radio program ads on radio papers have largely failed because of lack of sufficient backing. This organization, it is understood, has behind it key men in the General Foods corporation.

Program ads on radio papers of some 40 metropolitan dailies will start on Oct. 1, carrying a list of commercial paid advertising besides three or four sustaining programs, with space paid for by Radio Announcements. Each program sponsor is allotted approximately half an inch to tell the time of broadcast, the name of the show, the station, a synopsis of cast and type of program and the name of the sponsor and how many times each week the show is on the air.

Radio Announcements, it is understood, is taking a guarantee of 10,000 lines in all key newspapers in order to secure full discount rate. Company in selling the space to the agencies and sponsors at regular space rate plus 15% for doing the detail and legwork.

### British Broadcasting Warns Talent Against Foreign Appearances

London, Sept. 24.

British Broadcasting Corporation has issued an ultimatum to English stars to desert from broadcasting for foreign commercial stations. These include Luxembourg, Prague, Radio Paris, Barcelona, Juan La Pains, Rome and Toulouse.

Leading names involved are Stanley Holloway, Claude Hulbert, Stanley Lapino, Binnie Hale, Phogson and Allen, Huntley Wright and End Trevor.

Christopher Stone, who has been announcing for B.B.C. for several years, quit when it was intimated he would not be allowed to broadcast elsewhere. He has joined with the Luxembourg studios.

### MIRIAM HOPKINS, BOLES TO SENDOFF LUX HOUR

Miriam Hopkins and John Boles will be the initial guests for Lux Soap when the account debuts its dramatic round-the-clock on NBC Oct. 7.

Production of the series will be from both New York and Hollywood, this depending where the names are moved. Shows on the New York end will be directed by Thomas Luckenbill of the J. Walter Thompson agency.

### Grange West for Shell

Shell Oil starting this Thursday (27) will backfill Red Grange for a 13-time series of football commentaries over a Columbia hookup in the mid-west. Grange will do his quarter-hour bit three evenings a week, the other two days being Friday and Saturday.

Some account that Eddie Conley doing football talk on an eastern CBS link.

### Buck Show to N.Y.

Chicago, Sept. 24.

Frank Buck presiding changes from the local circuit to New York on Oct. 15. Broadcast will be the same.

Show will continue at the Fair till the end of the season.



# THANKS A LOT ★

## NATIONAL BROADCASTING COMPANY, INC.



A RADIO CORPORATION OF AMERICA'S SUBSIDIARY

RCA BUILDING  
30 ROCKEFELLER PLAZA  
NEW YORK



RICHARD C. PATTERSON, JR.  
DEPUTY VICE PRESIDENT

September 5 1934

It was not until I returned from a trip this morning that I saw a copy of last week's Variety. L. B., you are to be congratulated on your eye-catching promotional material. It won't be your fault if Station WCKY does not hold a prominent position in radio.

Best wishes always

Faithfully yours

*Rich.*

## MORRIS WINDMULLER & ENZINGER, INC.

ADVERTISING

Two Hundred Thirty North Michigan Avenue  
CHICAGO

Being in the business of constantly searching for new and original ways of putting over an advertising message, I was very much impressed with L. B. Wilson's 8-page presentation of the selling arguments for WCKY. He is entitled to an orchid, a blue ribbon, or whatever it is you give the advertisers who hit the bull's eye in Variety.

Very truly yours,

MORRIS WINDMULLER & ENZINGER, INC.  
*George Enzinger*

## DONAHUE & COE

ADVERTISING

1501 BROADWAY, NEW YORK

Just a word of praise for the creation and execution of the series of ads on WCKY in your August 23th issue.

It was a very effective manner of getting across their message — quite different and should get good results.

Sincerely,

*Donna Gallup*

## HANFF - METZGER

OF ILLINOIS, INC.

Advertising

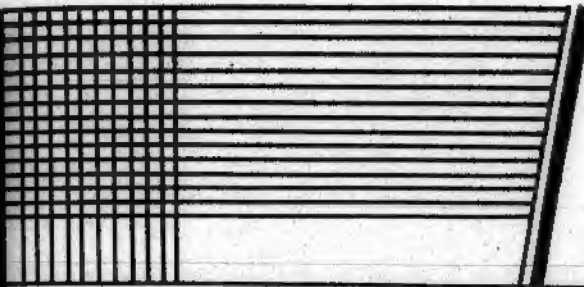
620 NORTH MICHIGAN AVE., CHICAGO, ILL.  
NEW YORK • LOS ANGELES • HOUSTON

This is just a note to compliment you upon the magnificent representation your station had in last week's edition of VARIETY. I feel sure that your effort will go a long way to clarify some misconceptions in advertisers' minds about the situation in Cincinnati.

Good luck and best wishes,

Sincerely yours,

*Samuel Andrews*  
S. Andrews, Jr.  
Vice-President



# H.W. KASTOR & SONS ADVERTISING COMPANY

INCORPORATED  
CHICAGO NEW YORK ST. LOUIS  
CHICAGO  
LONDON GUARANTEE BUILDING

Nice job in August 28th "Variety."

Regards and - Good Luck!

Very truly yours,

H. W. KASTOR & SONS ADVERTISING CO.

B. DuBois Frost/F

Radio Director

*Ben Frost*

# AUBREY, MOORE & WALLACE

INCORPORATED  
ADVERTISING  
Chicago

Whiskey Building  
410 NORTH MICHIGAN AVENUE  
Congratulations on the ads in the August 28 issue of Variety. These are quite the best things of their kind I have seen in many a long day and should certainly prove stoppers!

Yours,

*D. E. Farrell*  
AUBREY, MOORE & WALLACE, Inc.

# LORD & THOMAS

ADVERTISING

247 PARK AVENUE - NEW YORK

Congratulations on the fine series of ads you carried this past week on WCKY. I thought they were in fine taste and reproduction was great. More power to you!

Regards,

Sincerely,  
*Jack A. Pegler*  
Jack A. Pegler  
LORD & THOMAS

# ERWIN, WASEY & COMPANY, LTD.

Advertising  
CHICAGO NEW YORK LOS ANGELES SEATTLE  
SAN FRANCISCO MINNEAPOLIS LONDON PARIS  
ROTTERDAM OSLO STOCKHOLM HAMBURG

I wish to congratulate you on your splendid eight-page advertisement in Variety. Coming as it does on the eve of the N.A.B. convention it certainly commands the widest interest and comment.

WCKY has always given the utmost to clients in vigorous merchandising and thorough service and I am happy to congratulate you on the splendid and well-deserved increase in business which you have enjoyed in 1934.

Cordially yours,

*William L. Weddell*

William L. Weddell  
Director of Radio  
ERWIN, WASEY & COMPANY

# HENRI, HURST & McDONALD, INC. - ADVERTISING

370 NORTH MICHIGAN AVENUE - CHICAGO

Just a note of congratulation on your very smart presentation of WCKY's story in the August 28th issue of VARIETY.

You certainly dominated the issue and you told a swell station story!

Sincerely,  
*John Hurst*  
Director of Radio  
HENRI, HURST & McDONALD, Inc.

★ *L.B. Wilson*

WCKY

## BURNS AND ALLEN

With Bobby Dolan Orch.

9 Mins.

COMMERCIAL

WABC, New York

From the initial program of Burns and Allen of their third straight year on the air, it seems that the J. Walter Thompson agency, which directs this General Cigar offering, did itself some heavy musing-mind during the summer layoff.

It seems that the boys up at the agency asked themselves, "When is a pig not a pig?" and then set out to prove it. If this initial program of the season is the answer, then the boys up at the agency must know by now that you can't sing tenor from a trombone part, doling up, camouflaging and plastic surgery performed in Burns and Allen's behalf. Burns and Allen are still playing places, and the jokes were the best and only really effective part of this program.

In itself the effort to present a comedy program in the "different" manner is commendable, and the boys up at the agency can take a bow for that. But the boys had better not permit the "different" manner to interfere with or lessen the vitality of the Burns and Allen comedy. The first show's trimmings tended too often to hurt rather than help, and the moment something that surely should be stopped.

On their own and over and above the production meddling Burns and Allen were fine. Gracie Allen's delivery, being Grace Allen's delivery, is one of the few dependable elements of this dependable show business. If the agency boys think they can improve upon it, they can try it, but not their right to do any damage to a valuable piece of amusement property.

The modern element of the "different" manner is to background and blend the Burns and Allen gagging with music. Such as the strains of a Neapolitan air blown as an undertone through the delivery of jokes whose locale is Venice. In this metropolis Burns and Allen were making one of several steps on an evening tour of Europe. They wound up next-to-closing at the Palladium, London, which happened in real life last summer.

Burns is seeking to develop a catch line, it appears, he used it several times on this show. If that's the intention, the judgment is questionable. Burns and Allen have retained from overworking any particular tag, having a number, but using them sparingly in the past. Of the comedy acts on the air, Burns and Allen have become among the few to steer clear of catch-line identification, and that might be one of the reasons why they are among the few comedy acts to remain on top after getting there.

For the musical interludes on this show the Bobby Dolan orchestra makes the greatest tour of Europe. In spotting its show at 9:30 p.m. New York time on WABC, and on for a half hour, General Cigar wasted this one into the hottest competitive slot on air, with John McCormack on one side and Fred Allen on the other. It's tough, but Burns and Allen are bound to hold up their end of the bargain. Only the boys should use over with their improvisation stuff, or let 'em alone altogether. *Digs.*

## BUDDY FISHER ORCHESTRA

30 Mins.

COMMERCIAL

KPRC, Houston

Originating in Houston's Villa Roma nightery this is one of the snappiest such organizations of the quality newly organized on the radio by a group of four stations. With Fisher doing his own m.c.-ing and announcing, his band, with an unusual instrumentation at least for this area, dishes out a nicely sustained half-hour.

It's minus the usual dullness of routine dance-band and announcing, generally heard on radio in Texas. It's a change of pace that does the trick. His gabby "yo yo yo" style of chatter, gal singer, unique arrangement of the range of numbers contribute to the appeal of the program. *Reys.*

## AUNT KIT'S CHILDREN'S PARTY

With Kathryn Haller

Sustaining

30 Minutes

WGL, Lancaster, Pa.

Aunt Kit's (Kathryn Haller) conducts this party, and her outfit-ers over WGL, each Sunday at 12:30 a.m. Local. Among the featured singers, Lancaster's juvenile singers, clowns, and instrumentalists appear before the kids as the future stars of radio. Program has just celebrated its fourth year of operation, and its own invitation is extended each week to all talented boys and girls who appear in this period they are awarded and prizes. Aunt Kit and her 15- to 16-year-olds appear on each broadcast. During the past year numerous public appearances have been made by Aunt Kit and her boys and girls.

## PACKARD

With Lawrence Tibbett, Wilfred Brattin, John D. Kennedy

30 Mins.

COMMERCIAL

WJZ, New York

Running from 8:30 to 9:15 (an odd chunk of the evening), the Packard program is an easy climb, its view of the many. Its friends and followers should be in proportion.

Lawrence Tibbett does quite a bit of singing in addition to his fancy bartending. Adroit was the device of weaving a dramatic playlet around Tibbett personally. Applying at a seaside rustic house for shelter from a storm, Tibbett's auto (not a Packard, presumably) has broken down, the singer is distressed as a possible bandit. So he sings "We Tossers" from "Carmen" to prove he's really Tibbett. It's a different approach.

Show is nicely welded together. It curdles in and out of the classical and the contemporary. Tibbett's musical support is substantial throughout, and Kennedy's singing is intelligent and smartly edited.

Kennedy's sales talk dwells on the "indefinable signature" of class discernible in all Packard models for three decades back and manifest again in the 1935 design. It's an aristocracy sales talk, obvious enough for a product in this price bracket. *Land.*

## TRIO WITHOUT A NAME

With Jean Westley

Sustaining

15 Mins.

WINS, New York

A new combination, consisting of a male and a female singer, which improves the ear and shows up places. The sustaining act, just starting out on a 15 minutes allotment, once weekly, is being given a building. Meantime, its billing is Trio Without a Name. When ferreted out on the less-crowded airwaves, the Trio station announced that suggestions were wanted for names for the triumvirate, while announcement also informed Jean Westley she did fine and should consider herself hired.

Miss Westley is a newcomer to radio. She is just up from Dallas and possesses enough of that Southern accent, soft and mellow, which the accent, soft and mellow, comes over the transmitters for good effect. Miss Westley, a contralto, has a good voice which lends it happily to popular numbers as well as to old-time tunes of the folk variety, including one which she does that swings in the comedy direction.

Trio doubles between musical numbers and dialog. One of the three boys doing Dutch a la Jack Ford very effectively. He's referred to as Uncle Herman, with continually apparently having idea of building him up as a permanent character on the program. Miss Westley has the talk, and Threesome is made up of strings and works in some singularly clever effects musically. Outstanding is a couple of songs sung on the banjo. Act should be heard from, Char.

## HAL AND MURRAY KANE

Comedy and Songs

Sustaining

15 Minutes

WGL, Philadelphia

Singing on this duo out of a local nighty marks WCAP's first attempt to go all-out for comedy. Local situation has always seen a complete lack of such quick and snappy Kane team is contractor to lend variety to several coming shows. Team is well known, having done plenty stanzas via NBC and WOR with fairly success. Kane (B) offered the Kane debut locally on the favorable 7:15 Sunday spot. Boys are plenty okay with script and delivery, though tending to come slightly wordy. Song patterns with good arrangements serve to overcome any lack of legit voices.

Programs include everything from comic sketches to show reviewed neat imitations. Interest is sustained throughout the 15-minute period by virtue of the team's skipping from one sketch to another in a strict programming and balance. Hal and Murray Kane evidence some Stooge-like and Bud influence in parts, but are not so like to make comedy out of it.

Good comedy in Philly is a distinct novelty, and this couple will be grabbed commercially without any difficulty. *Joach.*

## CLARA LOFEVRE

Songs

Sustaining

15 Mins.

WGL, Chicago

Clara Lofevre has been on the air only six months. She was trained to use her coloratura soprano voice for folk and other foreign songs that take the right kind of a song to sound authentic. This labor station goes for the art plant with sentiment, which fundamentally is what makes the other songs miss from the stage remembrance. The appeal was particularly good because she sang in German and Swedish as well as English. *Joach.*

## JAN GABER'S SUPPER CLUB

Jan Garber Orchestra, Les Bennett, Dorothy Page, Elinor Norvick, Bob White, Edward Prentiss, Virginia

Music and Serial

COMMERCIAL

30 Mins.

WGN, Chicago

Misplaced enthusiasm and false judgment in mitigating against an orchestra which is admittedly one of the top ones in the country today, and ruining what might have been an excellent weekly 30-minute program for Northwestern Youth.

Once a week this show rides over NBC for Ynostafon tablet, and that part's okay. But for those 30 minutes Jan Garber orchestra is forced to play background music for a stupid, inane and amateurish "plot" show is laid in a nite club with the story telling the amazingly original twist of a high fellow in love with a nite-club singer, and the rich young man's father going to the nite club with a girl (reindeer) and tell her that after all, such a match is impossible. That's the first case of episodes, and if the show has any followers after the third installment it will be a wonder. Conceding the low IQ of the average radio listener, it certainly can't be that low. That plot was old and overdone, but the script even follows the usual pattern of including the Broadway columnist and the pert little hat check girl.

Not only is the plot a bald hash, but the lines and dialog are irritating, so lacking are they in buoyancy. In the occasional attempt to be cute, they make the listener grit his teeth.

But the wonder is why any sponsor should spend a lot of hard-earned dollars to hear a hard-earned Jan Garber and then shove that band into the background where it means little. Garber plays great music, but it's a goodly shamelessness to spot him between some phony dialog between a columnist and a hat check girl.

Only workable moments in the 30 are the times that Dorothy Page or Les Bennett gets before that mike to croon some tunes. Program has been somewhat of a disappointment, back come those other actors talking inane about an inane situation that sounds like a school freshman's first literary effort.

This is a muddled program that is letting a lot of expensive and good talent go completely to waste. *Gold.*

## JANE CARPENTER

Sustaining

15 Mins.

WGN, Chicago

Olson Rug Company is paying for the morning program and the rug firm is making a good thing out of it. That gets the plugging and not the talent or the program itself. Show is an interesting example of how far money can go to build up himself and not his program. There is only one mention of Jane Carpenter in the entire program. She gets a plug in the opening and that's all. And from then on it's all Olson Rug; not even an announcement for the names of the tunes, but a constant reminder that just runs right through a number of pop selections, stopping only long enough for the plugs, which are sharp and to the point.

No question of Miss Carpenter's handling of the ivory. She does a good job. But if she expects a build-up on this program, she's going to be miserably disappointed. It can be only a job and nothing more. If anything is to be said here it's the rug.

Spiegel sings at it hammer-and-tongs with plenty of copy about the merits of the best for the least. Heavy doses of claims may be hurtling in, but in the end, the instance. Perhaps a quieter boasting would be better than such all-enveloping claims. *Gold.*

## LOVE NEET

With Estelle Avey Johnson, Billy Murray, Betty Murray, Dick Murray and Harry Magill

Sustaining

15 Mins.

WYV, Chicago

This family series will build a following and plenty of interest. It has been interesting enough to see in and out discussing their own ideas of family squabbles. It's a story of the Tucher family. Pa, who is generally gets in his regular family disputes with his wife, Bertha. The same kind of differences that take place in any home, but boiled down in a few minutes for radio action. Jerry, son, and Susan, the daughter, play the minor parts with their juvenile worries and problems. Then the four get together on united squabbles. But when they get to a party. They all go because Bertha wants them to go.

That's the drift of the serial that can continue indefinitely. It moves along on a steady stream of interest. It has heart enough to make mama want to tune in at night while knitting and pop and read the paper enough to get mad about another neighbor's party. It's how the male is the married half. No music or change of pace. It didn't seem to need any. It's a good show and the fan mail should be in no lack. *Joach.*

## SLIM TIMBLIN

Blackface Comedian

5 Mins.

COMMERCIAL

WEAF, New York

Timblin isn't at all new to the air, hence his Valies Variation chore on the Fleischmann program should have been better paced. Instead it was a slipshod affair, topped by the mistaken idea of doing a Bert Williams whose disciple Timblin is announced.

What Timblin should realize is that the late great Williams' extraordinary pantomime was the chief asset of the black-song idea and that in the abstract, Timblin's mike personality can't offset the absent treatment.

His past too were too Jocularish over the air which condoned a "dignity" in the air of the trunk, but quips about a "little dew" (due) on the flower and making his fat girl friend suddenly go back a bit too far.

He opened the show and not a good opener. *Acht.*

## EMPIRE GOLD BUYING

With John Rogers, Eileen Vance

Sustaining

15 Mins.

WEAF, New York

An excellent, if conventional, 15-minute program. And, an interesting commercial on WEAF. It hits the air at 11 p.m. Thursday just after the Paul Whiteman sign-off. That's really a swell niche so that in doing the commercial the sponsor is not doing anything so terribly daring. Whiteman leaves behind a ready-made audience.

Also the late hour may fit ideally the purposes of the sponsor since the night club trade is actually made up of adults and likely to be out of bed at 11 p.m.

Rogers and Miss Vance have been on the air in their singing, and the commercial and musical job by an NBC studio group enables them to turn in a quarter-hour of pop melodies in the style the generality will fancy. *Land.*

## DON DE GRESE ORCHESTRA

Sustaining

15 Mins.

WGBH, Baltimore

This is a 12-piece crew affixed to the Spanish Villa, atop the southern hotel. Also nightly over WGBH and ABS in manner not particularly good. There is a constant myraid of other outfits. For one thing, the wind instruments are tuned far too bass for best results, or so seemed during brace of broadcasts. There is a constant signify Kabbe-knocking, and fortunately plenty opportunity is accorded him by the orchestration.

Of two programs caught, but one presented any warbling. And the other suffered comparatively through lack of it. When used, a good refrain, tenorist just at all noteworthy, but a female accompanist to perk (believed to be Peggy Raye, doubling from floor show at Motory) has wholly agreeable voice, and is an appreciable asset, but should be taken advantage of.

Lee Davis, of WGBH, does the announcing for program. *Joach.*

## ON WINGS OF SONG

Sustaining

30 Mins.

WJAM, Rochester

Of all the air shows carrying the name of song, this one is probably the best. It has the longest, uninterrupted run since 1927.

Program has assumed numerous forms in the past, but the most popular with public and sponsor, Rochester Gas & Electric Corporation. Concert music followed by Charles Stevenson is the foundation with an eye on the other way. The program is the service record of the still. Authored by Wayne A. Shoemaker, the scripts are timely when dealing with dramatic services performed by the company, such as pulling stranded kids from the river gorge, keeping city lights in face of difficulties, dynamiting river jams. When nothing happens between broadcasts the script goes back to a day when something did.

Broadcast is a goodwill builder for the company, and inspires greater appreciation of its services. *Joach.*

## SMITH AND McALLISTER

Sustaining

15 Mins.

WBT, Charlotte, N. C.

Holly Smith, manager of the production department of WBT for the past several months, has been joined at the Charlotte station by an old sidekick of New York days—Johnny McAllister. Beginning last week the two together an act that they worked together in variety shows, comedy singing accompanied by Johnny's string instruments, and chatter. Voices of the two blend well to make a goodly and agreeable duo. They sing solo numbers, too. The chatter is the usual vaudeville cross rag. *Joach.*

## MAYBELLE ROMANCE

Babe Daniels, Jimmy Fidler, Maybelle Jordan, Dan Marino, Harry Jackson orchestra

30 Mins.

COMMERCIAL

KFI, Los Angeles

There's as much to say for this one as for any. While fashioned after some of the standard transcontinental, it is carried along by a romantic plot that is never allowed to get too far. Even the plugs and musical interludes are woven into the pattern with pleasing effect for the lap trade, for which it is targeted.

Novel effect is the run of "yes" numbers, musically interspersed. This ties in with the sponsor's product, which is plugged overlong, although not interfering greatly with the smooth running of the show. Themer is "I Saw Your Boy" and then for good measure the guest star, Babe Daniels, warbles "I Only Have Eyes for You."

Miss Daniels' singing is not hard on the ears and has a better tonal quality than most of the singers here. Her routine with Jimmy Fidler is strictly for the ear, an amag mob and kept from being too treacly by Fidler's breezy style.

Romantic sequence between Dan Marino and Maybelle Jordan fails to really convince. The women's infatuation for the part. While he has a good singing voice, he fails to convince in the love role. His voice lacks that soft quality so needed to convince. *Joach.*

This Jordan gal makes a perfect foil for Fidler's goosening and her personality has a dominating force. Her voice is perfectly suited for the sweetheart role, which perhaps shows up the shortcomings of her vis-a-vis.

That announcement about Fidler being the "sweetest" of the show must have brought blushes to the local keyholes. Locally he has never done a column, confining his efforts to Scotland, of which he is a western editor, and the air lanes. Some of the punch is lost in his lowdown recital on account of his speedy tempo.

Highly favored romance will run in continued form and may build in interest. In its favor is the time slot, hopping the lanes at 11:30 morning with no opposition in the dial. As the show's guest star will be Gloria Stuart.

Announcer's buildup at the outset sounded like McNamee describes the behavior of the California hills. However, he should start so early in the morning and might train down to a Charlie Lyons modulation. *Joach.*

## BOYS CLUB OF THE AIR

Dramatized Stories

Sustaining

30 Minutes

COMMERCIAL

WIP, Philadelphia

This is one of the ABC web shows originating from the Philly office. The program is written and produced by Frank H. Smith, a vice-president, who originally did a similar job for Macys via WOP while at manager there.

Chief of the show is headed by Cameron King, a deep-sea diver, a taster. Bob Gleason, an aviator; Alvin Graham, brother of NBC's announcer; Ben Granger and Gimbal Brothers. No other names show up with Robert Hobart of the radio depot. Lamb fills in with character bits. The program is sponsored by the Gimbal store, airing once a week.

Almost features a continuous script so arranged as to make each segment complete. The program is supposedly an actual tale of hair-raising adventure, employing the usual Alaskan, South Seas, and under-water locales. Idea is to catch the younger element audience and the sponsor's interest in purchasing parents into the store. The program is well acted, although slightly amateurish in spots. Production is raised frequently, which additional preparation and rehearsing can easily care. Script is often a bit too unreal, but seems to be enjoyed, judging from the flock of mail reactions. *Joach.*

## S. S. ALL IN FUN

Variety Program

Sustaining

10 Minutes

WFEA, Philadelphia

This program is a good example of everything that is bad in broadcasting, with no accounting for the tremendous audience popularity it has. Conducted by the station's "Mystery Announcer," the show's basis is comedy a hedge-podge of the Miller revivals presented as news. The announcer himself must relish, wherever he goes, the fact that he is a comedian. Most of the WFEA staff uses the All in Fun as a chance to either work or crack wise over the mike, limiting the variety of the show to their personal friends and those folks who have their names read over the air. The program offers a variety of variety, comedians and instrumentalists, but there is no variety of all in quality. It's all poor. *Joach.*







## Here and There

M. W. Kaster agency has closed and disbanded its New York office. Agency is headquartered in Chicago.

Great of Wheat will roll in Alexander Woodruff on Oct. 7 and divide him between 32 CBS stations. J. Walter Thompson agency, New York, negotiated.

Monumental Mills, Massachusetts has spread manufacturing concern. Is now sponsoring a noon-hour commercial over WUY, Schenectady.

with Martha and Hal as the entertainers. Company has timed shows over the Schenectady station during fall and winter months for several years.

Pinex of Port Wayne, Indiana, climbs aboard 18-station CBS omnibus Oct. 21. Agency is Russell Seeds of Indianapolis.

Stack-Goble agency, New York, reading a Chicago program (WDBM) to embrace 37 CBS out-

lets on behalf of Bromo-Quinine (Paris Medicine Co.).

Wrigley is adding another program. Starting on Oct. 4, will be a beauty hint program with Margaret Brannard six times weekly for 15 minutes, right in front of the five-minute news flashes. On 10 CBS stations in east.

Station WHAM, Rochester, owned by the Stromberg-Carlson Company, is altering its transmission equipment to extend range of its entire facilities to handle all audible sounds from 30 to 10,000 cycles. (Continued on page 47)

## New York Radio Parade

By Nellie Revell

Benton & Bowles are sending a complete production organization on to Hollywood to prepare for the opening of the new Lanny Ross commercial, "Log Cabin Syrup". Carolyn Strouse to handle script, Harry Walter and an arranger to handle the recruiting of an orchestra and music, and W. H. Hobbs or Bill Baker to handle the account. Tiny Luffner, set to do his usual stint on the show, will have to stay in New York to handle other shows and will be replaced by a local station man in Hollywood. The show won't come east much before Dec. 1 since Lanny goes into immediate production with another Par-lix. Muriel Wilson of Showboat cast who goes to Hollywood to sing with Lanny on that program will probably be on the new show also.

### Editors Get Commission?

Vicks show which opens on CBS next month with Freddie Martin's Ork will build the rest of the show about talent recruited from each of the towns on the CBS chain. Young & Rubicam Agency have two men in the field conferring with radio editors of each town. Editors select best of talent that has as yet never appeared on any chain program. So far Cleveland, Boston, Washington and Chicago have contributed a net of three girl singers and a male harmony trio. They will guest star on show and get a network "break" for recognition, a trip to New York on the cuff and a fee for their services. Local station affiliations do not affect the choice.

### WOR Ignores Press-Radio

WOR is the only major station in the New York area not using the Press-Radio News Service. Station press department feels that it has plenty of good news contacts and feel that any big story that breaks can be handled through personal contact. Proof of the pudding is that station has never been caught napping on any big yarn.

### Next Generation Sweepstakes

David Carter, night man on the CBS press desk, is first member of the "CBS Press Dept. Baby Sweepstakes" to file an entry. Baby girl born Sunday, Sept. 16, which happened to be his fifth wedding anniversary. J. P. Glude and Bob Wilkinson are the other members of the sweepstakes cast. Contest consists of 48 combinations based on the time of arrival and sex of the child with ducats selling at one dollar per. In case of twins all money reverts to the lucky father.

### Hats to Fit Announcers

Doyle & Black, haberdashers in the RCA building in Radio City, have named a series of hats after various NBC announcers and are featuring the hats and names in their window. Hicks, Havrilla, Chayne, Bond, Wallington and ex-announcer Holbrook are listed. Puns about large sizes have started.

### Athletic Author

J. Walter Thompson Agency really has a writer with a punch working for them. Irving Ashkenazy is the name of the lad and he writes copy for the Phil Harris show. Hails from Florida where he was a swell footballer. Took to fighting to pay way through college. Fought heavy-weight bout at the Garden last spring, against Eddie Hogan. Joe Jacobs still has his contract although he's not fighting now.

### Scrambled Notes

Chevrolet Motors auditioned almost every band on the CBS list Friday. Nat Shilkret, Johnny Green, Freddie Rich and Vio Young among those piped to Detroit. Surprise of audition was Isham Jones being piped from Fort Wayne, Ind., to Detroit. Radioman Alagna of the Morro Castle worked for WMCA some seven years back. During broadcast of Investigation Alagna retained enough of his radio training to shift the mike whenever he moved. Bob Arnbruster Ork joins the Lux show opening Oct. 7. NBC has bought up the radio rights to the works of O. Henry and Richard Harding Davis. O. Henry has been offered to agencies in the past, with no takers. The Buck Rogers show extends its CBS network by 16 stations on Oct. 1. Pete Hilton, former p.a. of Lord & Thomas Agency joins Jay Fagan's "Easy Bill Huggins", having left CBS in the recent shakeup. It is to be heard with Enoch Light's Ork... Briggs Pipe Tobacco (P. Lorillard Co.), goes to NBC starting Oct. 8 in weekly shots about the football games. Show is for nine weeks and on air each Saturday. No announcer set as yet but it may be Ford Bond. Doris Sharpe, CBS hostess guarding the 22nd floor, was a semi-finalist in those Campbell Soup auditions. CBS will set her on a sustaining... Bob Hope auditioned for Buick Motors and Lyons Toothpaste... Broken-shire will work for WMCA also. In to handle the National American Beauty Pageant at the Garden for the new chain.

### Short Shots

Edwin C. Hill takes to the air for Liberty Magazine on Oct. 13 at CBS... Herb Polster and Bob Simon, two Thompson Agency exes, are doing the writing of these condensed musicals being plugged on the Kraft show at NBC. They were to get no credit, but Cole Porter, the author of "50 Million Frenchmen" their first effort, liked the script that much he wanted the boys to get billing. Bill Farron, head announcer at WNEW, is a bit under the weather with a touch of pleurisy. "Pete" and Ork are back at NBC after a three-year absence. Vaughn de Leath had to dig into her jeans for some shekels to pay for a rug ruined by the guests at the shobang she had last week. Ernie Holst opens at Black Cat in the Village with a WMCA wire. "Bill and Ginger" who are Lynn Murray and Virginia Baker off the air have been renewed by C. F. Mueller Co. Their program originates from WCAU. Pete Dixon new show at CBS opens Oct. 2. Four times a week for Milk Publicity of N. Y. State. Show is a Robinson Crusoe, Jr., script. Mario Brancetti lost his dad last week. Murray's Tavern, opposite the RCA Building in Radio City, is placing little placards with "radio names" written on them in the booths. The yokel radio artists think it's swell. Al Grobe, WISN announcer, doubles in the production department of Hershaw, Garfield & De Garmo Agency.

### Stand By

March of Time returns to air on Oct. 5. For first 13 weeks of show Time Magazine will sponsor the show, after which Homington-Rand is to take over. Helen Fox, CBS hostess on 22nd floor, had a cab smash a finger on her right hand last week. Pat Barnes will celebrate his 40th year on the air on Columbus Day, Oct. 12. Roger Van Duzer, founder of Cafe Loyale ork on air over WOR, poses for Camel Cigars... Howard Doyle of WLW and WMCA to WNEW as announcer. Caroline Gray of CBS, who was supposed to go to ABS and suddenly decided not to, turns up in WCAE, Pittsburgh, as musical director. Atlanta will be added to Dick Himler's show at CBS on Oct. 4. WNEW will broadcast Manhattan College football games. Nina Martin back from Europe to join the Chesterfield show. Miss "Contact" Mack of Thompson Agency has a bad wink. Myron Warner of the new Swift show once led a band at the Hotel Excelsior in Venice, Italy. William O'Neal is moving to the Coast for his new CBS commercial. Will visit the folks in New Orleans. WNEW will have wire to CCNY on Oct. 8 and each week after. Will broadcast course in economics picking up broadcast from auditorium in school where class is being lectured by city budget officials. Ed Pinard (Hick Tonic) will audition script show at CBS tomorrow.

## JOE FEJER and ORCHESTRA (16) 17 Mins.: Full (Special) Loew's State, New York

With his 13-piece band and two specialty girl performers, Joe Fejer offers a new combination. Fejer knows how to blend music with stage craftsmanship. His lighting is tiptop and Fejer's music always has that subtle flavor of good taste and harmony. Finaled on a five-act bill here excellently.

The band is pyramided in the orthodox stage fashion. Fejer can smile at the simple but yet effective trick of contrasting the boys' costumes with his own so attractively. The lads wear white Etons on top of black trousers. Fejer is clad on the reverse.

Opens with a medley and later offers a Danube Waltz with modern trimmings. Fejer's rendition of waltz, modern or classical can withstand competition. The band goes pop for Carolyn Rich. She's nifty in a tight fitting black velvet gown. First renders one of those hotchas and then sails into a ballad smoothly. Blonde, and with a voice that compels attention, the girl is over, as is Miss Williams, a tap dancer. On in her first number in a purple velvet leotard that's trimmed at shoulders and hips, Miss Williams shows a trim figure. Later, in a long flowing pink gown.

No time is lost in the act, which is an attribute worthy of the musicians and the showman Fejer is. Shan.

(Reprinted from "Variety," Sept. 18)

## JOE FEJER and his International Orchestra

LOEW'S METROPOLITAN  
B R O O K L Y N  
Next Week, September 28

Many Thanks to Irving Gellers  
and Wallace Milam

Direction A. & S. LYONS



# WHEAT PIT GOES RADIO

## Dailies Eye WLS Good-Will Stunt of Free Expo Trip for 12,000 Poor Kids

Chicago, Sept. 24. —Manner in which radio stations are actively competing with newspapers in the matter of public relations and good-will gesture reaches a new level with the plan of WLS, the Prairie Farmer station, to give some 12,000 underprivileged Chicago kids a free day through the World's Fair.

WLS is starting a campaign over the ether to raise a fund of some \$1,000 of the necessary based on an average cost of 25c per child. WLS is going out and promoting other contributions for the kids from the Fair concessionaires themselves. For instance, Ford is providing transportation, Frank Buck is giving the kids a party and a show, Swift is toning the feed spreads. But WLS gathers the grays of its better good-will. Handling the promotion is Homer Griffith, the friendly philosopher of WLS, who will take through 500 kids daily.

Newspapers are watching this development closely, since it is hitting them close to home, following the newspaper stunts of music festivals, charity wrestling matches, carnival shows, etc. It shames as a hard-pitched battle for public good-will that may end in a general freeze with the public likely benefiting.

## There's a Crisis in Hungary; No More Free Phonograph Records

Budapest, Sept. 7. —Staple item on the programs of Hungarian broadcasts in gramophone discs, about 40 new ones a week. Broadcasting arrangement between Radio Company and gramophone companies here has been an exchange of discs for publicity mention of company name over air. Names of company and number and title of discs announced in all official programs.

Radio's contract with gramophone companies is now expiring, and they wish to renew on the same terms, but gramophone companies, represented here by a lawyer, demand, henceforward, a fee for the use of each disc and royalties for the discs of celebrated performers. In addition to the royalties which Radio pays to the Authors' Societies for the performance of compositions that are subject to authors' rights claims, anyway. Sum which the Gramophone Trust demands as a guarantee is 26,000 pengos a month.

## Northwest Is Sanguine

Portland, Ore., Sept. 24. —There isn't much doubt about improving business conditions around the KOLN office in Portland. Without question this is going to be the biggest season in the history of broadcasting in the Pacific Northwest. Old air advertisers are increasing their expenditures and new ones are joining the ranks.

On the list of those already started or to commence shortly are: Richfield, Rocket, Shell and Gilmore gasoline; Chesterfield and Camel cigarettes; White Owl cigars, with Burns and Allen; Ford and Studebaker cars; Wasey products, Wheatena, Grape-nuts, Lipton's tea, R. & W. coffee, Woodbury soap, with Bing Crosby; Knickerbocker cream; Alka Seltzer, Hi-Sol, Barbasol, with Edwin C. Hill; Fleischer's Cantoria, with Roxy Revue; Bond Electric company, Central Shoe company, Citrus soap, Grunow refrigerators, Wrigley's gum, with Myrt and Margaret Acme lead, Borden's milk, with Funchon and Marco's "Friday Frolics" Cartoons, Peen-a-mink, Waco products, Old English wax, Little Bree Cream of Wheat, Brome Quinine, Aspergum, Campbell soap, with Hollywood Hotel, "The March of Time".

## KSLM STARTS THIS WEEK

Harry Reed Will Commute Between KXL and Salem

Portland, Ore., Sept. 24. —KSLM, Harry Reed's broadcasting unit in Salem, is nearing completion, and the KXL president hopes to have the station on the air this week. KSLM will operate daytime hours, using 100 watt power. Reed has applied for permission to operate the station nights. The transmitter is located about a half mile north of Salem on the Pacific highway. Office and studios will be in Salem.

KSLM will be linked with KXL in Portland by leased wires. Remote control unit will be installed in Salem to augment records with outside programs. Reed will take active charge of the station, dividing his time between Portland and Salem.

## WCAU, PHILLY, FEEDS CBS 38 SHOWS

Philadelphia, Sept. 24. —Beginning yesterday (23) WCAU commenced piping a weekly total of 38 programs to the Columbia chain. Twenty of these will be carried by the fall web, and 18 via the CBS radio network.

Columbia is resuming its last year's policy of allowing the Philly key outlet the majority of morning and afternoon time, and this season extends further in keeping with the new idea of building the daytime chain shows. WCAU has been allotted four one-hour coast-to-coast shows weekly in this arrangement. On Oct. 1 some 13 additional chain slots will bring the fall total to 51 programs weekly.

Among the acts and shows making a debut this week are the Sonora orchestra, Emily Weyman and the Knickerbockers, Hal and Murray Kane, the Tell Sisters, the Studio Uptairs (sketch), Just Married, Ten Years, Around the Console, the "Mellendrammers", a quarter-hour Western drama and others.

WCAU reorganizes last season's 50-minute morning chain shows in Happy Days, Sunnyside Up, and Cheer Up. Another one-hour program, Skylights, is now in production. The new broadcasts will set a definite attempt to inject comedy, formerly lacking in WCAU programs. On a deal with the station's artist bureau, it is understood that all comic talent placed in local niteries will be utilized on the network.

Philly sponsors are said to be giving local variety shows the s.e. for an early commercial release. Rumors here are that Columbia will air-audition the coming hour programs for chain sponsorship.

## Wife Alienation Suit

Albany, Sept. 24. —Sydney F. Graham of Shrewsbury, La., railroad official and radio singer, has filed a suit for \$100,000 charging alienation of his wife's affections by Albert Regan. Regan is a wealthy Middleburg insurance man and a deacon in the Methodist Church.

Graham contends the deacon induced his wife to get a divorce and financed her trip to Reno. He also charges that later Regan refused to marry the ex-Mrs. Graham. Graham formerly lived at Rutland, Vt.

## SEEK FARMERS' SYMPATHIES

Chicago Board of Trade First Exchange to Use Radio to Counteract Trend of Opinion Adverse to Buy-Sell Clique

## OVER NBC

Chicago, Sept. 24. —Chicago Board of Trade takes to the air over the NBC radio network starting Oct. 11 once a week for 12 weeks in a series of talks that may have a national influence on politics and the farm situation.

Purpose of the commercial allegedly is to inform the public and particularly the farmers of the Midwest, Northwest and Southwest of the whereabouts of the board. Broadcasts are to follow the regular Farm and Home hour on NBC from 11:30 to 1:30 p.m. C.D.S.T. In that way they will have a farm audience already listening.

Prominent men in the grain and marketing field are scheduled to do the explaining. Though no list has yet been issued as to who exactly is to be chosen, the understanding is that besides the regular men who will give the educational parts of the talks there will be a few economists of national reputation. To them will fall the bigger job of explaining to Mr. Farmer out on the plains of Kansas or the owner of a wheat belt in Minnesota, of how much good the board is doing him. Subjects will not only include information on the idea behind the board but also how it operates, how the farmers are affected and how the farmers in turn affect the board and national problems of grain farming supply and demand.

Molding Opinion Behind this move to buy a commercial over a net that will cover all of the grain producing sections of the country is seen an attempt by the board to stabilize its position.

Farmers have now an idea that they can eventually sail out alone into the open market. If the Board of Trade has guessed the sentiment rightly it's their move to avert any bucking. A little propaganda to show how they have been doing their part of the job seems to be the intent.

## WJJD PROBABLE ABS CHI LINK

Chicago, Sept. 24. —Present indications point to an alignment between the Roter ABS network and the Ralph Atkins station, WJJD, for its local outlet. Fred Weber of ABS has been in almost constant negotiation with Atkins for a couple of weeks now and the deal is practically set. Figured that the contract will be inked this coming week and that WJJD will be hooked up on the lines by Oct. 15. WJJD has been taking a number of Columbia programs lately and the Atkins station in Gary, WIND, is regularly on the Columbia chain.

Eddie Cantor and Jimmie Grier's work have waxed numbers from "Kid Millions" for Brunswick. They include: "When My Ship Comes In", "Gray Trays", "Your Head on My Shoulder" and "Tearful of Music". Ethel Merman does the last.

Joe Stock orchestra remakes over WOR, Newark, from Cantor's last Milwaukee, Ill. 2.

## Raid Cuban Station to Air Attacks On Gov't: OK Sunday Advertising

## 3,000TH BROADCAST

One Dougherty Band Dates Back To Crystal Sets

Philadelphia, Sept. 24. —Tying up with the management of the Green Gardens, local niter, WIP is planning an Eastern radio editors' party to celebrate the 3,000th broadcast of Doc Dougherty's orchestra—a pioneer unit of WIP, and now playing at the Gardens. Maestro played in old crystal set days when remotes went off and on a dozen times daily.

Henry Patrick, studio baritone, and recent winner of the station's Bing Crosby contest, will m.c. the show.

## FOOTBALL IS AT PREMIUM IN WEST

Chicago, Sept. 24.

Sponsors have gone football conscious and are sending their agents throughout the country grabbing up local and national football talent. Chevrolet added to the list of would-be football sponsors last week and has asked for football sponsorship in eight midwest key spots. Also in the pinball market are Wheaties, Listerine, Dodge, Standard Oil, Walgreen, Penn Tobacco company and there is still Lucky Strikes and its plans.

Broadcasts of football games on WBBM for the Penn company's Kentucky Winners cigarettes will be piped down to WFIM in Indianapolis, due to the lack of top football games in southern Indiana. WBBM is also making plans for other piping of the Chicago games to such towns as Detroit, Cleveland, Columbus and Omaha. Chicago is figured as the center of football this coming season, having more big name games scheduled than any other city in the country. Chicago outlets will regularly cover South Bend for the Notre Dame games.

## Texas Hopes

San Antonio, Sept. 24. —With 16 commercials now airing regularly the Texas quality group has bullish hopes for the future. Current line-up and indications as to future tie-ups justify the organization which embraces WOAI, San Antonio, WIPAC, Fort Worth; WFAA, Dallas, and KPIC, Houston. All 50,000 watters except latter which spots at 2,500 in day time and 1,600 at night.

Fix of the accounts are nitery pick-ups. The dance spots are loosening up on the advertising budget what with better business prospects. The new equipment, Maccos's Galveston Club which he runs in opposition to his own Hollywood Club; Shadowland, San Antonio road house; Rice Hotel, Villa Rosa and Grove niteries in Houston and Baker Hotel in Dallas are aired regularly by the quality group. Lighter acts, Doughboys, Crazy Crystalizers, Chuckwagon Boys and Galahad Club Company "Club Aguilu" are now studio regulars.

## SHELL FROM L. A. PAIR

Los Angeles, Sept. 24. —Coast NBC Shell Show broadcasts tonight (Monday) from an outdoor stage at the Los Angeles County fairgrounds. Edward Everett Horton repeats as his guest artist, during a scene from the play "My Great Man".

Havana, Sept. 18. —Station EMQ was again visited by government oppositionists who at the point of guns poured into the mike all their political arguments. Announcer nursing a sore neck piece.

Marino Dias, Radio Commissioner, had to resign on account of the Post Office strike. Nicolas Gonzalez de Mendonza now in charge assisted by Johnny Durand.

Commercial announcements now can be broadcast on Sunday. The bill originally stated that radio stations could broadcast on Sundays, but without any commercial announcements. The bill was revised and now it is okay to advertise.

Five stations with clear channels are grinding 18 hours or else they lose the license. The nine o'clock gun which scares tourists here and which is an old Spanish custom in the old days it meant curfew—in new broadcast nightly through CMX.

Radio stations were stormed with inquiries regarding the Morro Cautin catastrophe.

Musicians union trying hard to restrict from first broadcast, but no go. Jazzbands maintain the \$1-per man (11 and vocalist unit) tariff so none goes on the air. Typical oris of \$ 8 or 9 men glad to broadcast for \$1.50 or \$2 the whole bunch.

## 264 RCA-Victor Agents Keeps COC, Cuba, Toned In Daily, Crowds Gather

Havana, Sept. 18. —Only commercial shortwave broadcasting station here, COC (49.8) has effected a tie-up with the RCA-Victor dealers throughout the island, which insures the station the largest listening audience of any station locally.

There are 264 agents scattered over the republic tuned in on COC during its six hours broadcast. They all have horns placed on the street and crowds gather in front of each store. This serves as a demonstration stunt for the new all-wave receivers. In Camaguey and Santiago local long-wave stations can't reach and people are anxious to get news from Havana.

Stunt has proved a boom for the all-wave receivers, which are in great demand, specially in Cuba.

Luis Chans, formerly chief radio technician of the Cuban Telephone Company, is in charge of the new equipment of COC—the old one having been sold. The new equipment, which was constructed in U. S., has the latest developments, such as Crystal control, Crystal mikes, 10 double channel pre-amplifiers, etc.

## WCAU's 7 A.M. Start

Philadelphia, Sept. 24. —Beginning today (24) WCAU extends its daily program operations two hours earlier. Additional programs end the 6:55 blowwater on the air at 7 a.m. covered by hundreds of fan requests for dawn patrol broadcasts.

Station resigned daily schedule with the announcing force toning back Monday (24) WCAU's End of Daylight Saving time between the strain on WCAU's speakers.

## WKJ's 3-Yr. Contract

Lancaster, Pa., Sept. 24. —One of the most important program contracts sold here in several months is the production "Romance of Music" which begins Oct. 1 over WKJ, with Fred E. Croft, local undertaker as sponsor.



# RADIO SHOWMANSHIP

(Program-Building and Merchandising)

## Outstanding Studio

**PAUL T. LEONARD FOR  
VIEW**  
The Daily Program  
Publisher & Editor

Paul T. Leonard, Editor

## GRACIE BARRIE

Play Back Sept. 25  
ONE PALACE NEW YORK  
CASINO DE PARIS  
Radio Showman  
HARRY BARRIE  
110 Broadway New York

## LEITH STEVENS HARMONIES

Leith Stevens, Editor  
The Daily Program  
Publisher & Editor  
110 Broadway New York

## LEON BELASCO

Leon Belasco, Editor  
The Daily Program  
Publisher & Editor  
110 Broadway New York

## Tommy "Cool" MACK

CLIMAX'S  
CREATIVE  
COMICS  
110 Broadway New York

## HEATHERTON

Heatherton, Editor  
The Daily Program  
Publisher & Editor  
110 Broadway New York

## Grant Maxwell

Program Director  
K T A B  
SAN FRANCISCO

## JOHNNY GREEN

Radio showman is a hard word to define. It is the man who can build a program and sell it. The radio showman is the man who can sell a program and build it. The radio showman is the man who can sell a program and build it. The radio showman is the man who can sell a program and build it.

### High Good Structure

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Brooklyn New York City



**KATE SMITH**

**columbia  
broadcasting  
system . . .**

**wednesday**  
**3-4 P. M.**

**thursday**  
**8-8:30 P. M.**

**SECRET**

**Management**  
**TED COLLINS**

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# Atop *the* Park Central *at the* Cocoanut Grove

**When**  
**HARRY A. LANZNER**, Managing Director  
**Bought an Orchestra**

## Rhythmic, Sweet *and* Hot

To Play the Topical Tunes of the Day  
But Also Schooled  
in the Symphonic Tradition—  
And Equally Facile with Continental Waltzes, Insinuating Tangos and  
Zestful Rumbas  
Mr. Lanzner Selected

# Harry Salter

**Featuring Ken Smeon's Arrangements**

**Opening October First**

### And Commenting October Third

Harry Salier and His Orchestra Will Be the Feature of  
Lanny Ross' Log Cabin Syrup Program

**WJL 90.6c**, which requires a very significant, yet to be set, PDR cap.

Formal Direction: DOWD & PIERMAN LLC, 1075 Broadway, New York City



# COMMERCIALS

WEEK OF SEPT 20

This Department has sponsored programs on both sides the program alphabetically under the advertiser's name.

All time is P. M. unless otherwise noted. Where time given for two or three programs they are broadcast consecutively.

All material subject to change without notice and without advertiser's knowledge.

Abbreviations: Bu (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

**COLEMAN**  
9:00-9:15 P. M.  
9:15-9:30 P. M.  
9:30-9:45 P. M.  
9:45-10:00 P. M.  
10:00-10:15 P. M.  
10:15-10:30 P. M.  
10:30-10:45 P. M.  
10:45-11:00 P. M.  
11:00-11:15 P. M.  
11:15-11:30 P. M.  
11:30-11:45 P. M.  
11:45-12:00 P. M.

**STANLEY**  
9:00-9:15 P. M.  
9:15-9:30 P. M.  
9:30-9:45 P. M.  
9:45-10:00 P. M.  
10:00-10:15 P. M.  
10:15-10:30 P. M.  
10:30-10:45 P. M.  
10:45-11:00 P. M.  
11:00-11:15 P. M.  
11:15-11:30 P. M.  
11:30-11:45 P. M.  
11:45-12:00 P. M.

**STANLEY**  
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10:45-11:00 P. M.  
11:00-11:15 P. M.  
11:15-11:30 P. M.  
11:30-11:45 P. M.  
11:45-12:00 P. M.

## Savitt Back at WCAU

Philadelphia Sept 22

Joe Savitt, singing radio-appeal, the famous radio virtuoso, returned today to WCAU as the musical director. With his return, the dropping of the radio unit during the summer, the station has been paying the cost of Savitt's return to the station. Savitt has been employed for two years by the station, and is now a regular member of the staff.

## Avon for CBS?

New York, Sept. 22.—A rumor has been spread that the Avon Cosmetics Co. has been offered a contract by CBS for a series of radio spots.

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## Tom Maher Quits Radio

Chicago Sept 22

Tom Maher, who has been a radio personality for a number of years, has quit radio. He has been a radio personality for a number of years, and has been a radio personality for a number of years.

## NEW PLATTERED PLANT

A new plant for the production of records has been opened in New York City.

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**RAYMOND KNIGHT**

A. C. Sport Plug "Outback"

Extending 10 P.M. Coast to Coast, WCAU

"WHEATSTAVILLE" WRAP

Radio to Radio

Radio to Radio

Radio to Radio

**ABE LYMAN**

AND HIS CALIFORNIA ORCHESTRA

COAST-TO-COAST

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**KEN HARVEY**

AND HIS BANJO

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**VIVIAN JANIS**

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**WILSONACK**

The Sound Professor

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**EDDIE PEABODY**

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**STANLEY**

WCAU—Radio to Radio

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WCAU—Radio to Radio

**Whitton at WGN**

WGN—Radio to Radio

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**Whitton at WGN**

WGN—Radio to Radio

WGN—Radio to Radio

WGN—Radio to Radio

**Whitton at WGN**

WGN—Radio to Radio

WGN—Radio to Radio

WGN—Radio to Radio

**MARK WARNOB**

BORDEN'S

45 MINUTES

HOLLYWOOD

**THOMAS "FATS" WALLER**

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**JACK DENNY**

AND HIS ORCHESTRA

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**CHARLES PREVIN**

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**Mrs. ERNESTINE SCHUMANN-WEINK**

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

**Jesse-BLOCK and SULLY-Eve**

WCAU—Radio to Radio

WCAU—Radio to Radio

WCAU—Radio to Radio

## New Business

IV. CONCLUSION

[illegible]

**NOTES**

1. **Definition** of the **problem** to be solved. The problem is to determine the **optimal** solution to a given **problem**. The problem is to determine the **optimal** solution to a given **problem**.

2. **Formulation** of the **problem** as a **mathematical model**. The problem is to determine the **optimal** solution to a given **problem**. The problem is to determine the **optimal** solution to a given **problem**.

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WITCHAMUNDO

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0011-4140/00/0000-0000\$10.00/0

1. The first step is to determine the type of problem you are facing. Is it a math problem, a science problem, or a general knowledge problem?

2. Once you have identified the type of problem, you should then determine the specific information you need to solve it.

3. Next, you should consider the different methods or strategies that you can use to solve the problem.

4. After you have chosen a method, you should then apply it to the problem, working step by step.

5. Finally, you should check your answer to make sure it is correct and that you have answered the question fully.

## June 1996

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## NOTES

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**L. PINEAHL, M.D.**

1. The first part of the document is a list of names and their corresponding addresses. The names are: John Doe, Jane Smith, and Bob Johnson. The addresses are: 123 Main St, 456 Elm St, and 789 Oak St.

PIYUSH KUMAR

*(Continued)*

1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 26

1. *Journal of the American Medical Association*, 1997; 277: 1025-1030.

## Here and There

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## Lombardo Suing on Brunswick's 25c Disc Idea; Disc Firm's Film Angle

Brunswick, which is a unit of Consolidated Film Industries, takes the film angle on releasing some of the former Lombardo, Crosby, Casa Loma and other recordings on a cheaper label. This is the company's explanation for the announced intention to merchandise those 75c Brunswick record artists on its affiliated 25c Melotone and Perfect disks. Brunswick says that Lombardo and Crosby's songs of last spring can thus be judiciously released now on the cheaper brand and possibly benefit the artist through bringing him into a wider audience more than heretofore.

Guy Lombardo feels differently and has retained his own label at Brunswick for an injunction and damages. Lombardo's interpretation is that he's soon leaving the Brunswick artist roster to ally with Jack Kapp's new Decca outfit and that the present pique existing between Brunswick and Decca because of Kapp (formerly the gen. of the Brunswick recording enterprise) allegedly figures in Brunswick's present move to cut-rate his disks.

Spokesman for Brunswick states that the latest Lombardo releases are issued under its own label at the 75c figure. But his lawyer alleges that while there is no contractual proviso that the band be issued at a 75c price, or any specific price, there is a specific clause that calls for Lombardo to record exclusively for the Brunswick chain. It is contended that the Perfect Record Co., a unit of Brunswick, is a separate entity.

Another record case involving Brunswick is the formal notice which Achet, on behalf of D. Davis & Co., Australian music publisher and phonograph agency, is serving on that company. Brunswick's "mothers" (from which disks are pressed) are shipped to Australia and released under the Columbia firm name in the Antipodes. Davis Co., as stockholders in Brunswick Australia, Ltd., object to this more as minimizing to his own interests. Actual suit as yet hasn't been started, however.

## BREWERY SETTLES WITH MPPA ON FREE FOLIO

Fullstaff Brewery of St. Louis has agreed to settle its copyright complications with the Music Publishers Protective Association. Brewing outfit was called to account by the MPPA after it had published a movie folder containing the lyrics of 13 songs for distribution among cafes and restaurants. Settlement is \$100 per month.

Songs involved include "Smiles," "Sweet Adeline," "My Wild Irish Ram," "Tippin'," "Show Me the Way to Go Home," "Down on the Farm," "Happy Days Are Here Again," "Midnight of New York," "When Good Fellows Get Together," "By the Old Mill Stream," "Moonlight and Roses" and "In the Good Old Homey Time."

## Adolph Marks on Own, Going In for Names

Philadelphia, Sept. 24. Splitting with the Tony Shayne quartet at the Walton Roof, Adolph Marks has reopened his old club, the Club Manhattan. Booked for an indefinite stay at Jack White, Jerry Bergen and Lillian Fitzgerald. Floor show features an eight-girl line and several acts. Marks says he will meet local competition with same acts.

## LEMOINE P-P GEN. MGR.

London, Sept. 18. H. M. Lemoine, formerly manager of Associated Copyrights, Ltd., has been appointed general manager of Phonographic Performance, Ltd., recently founded by manufacturers to insure license for the public performance of their records. Lemoine assumes "moderate" tariffs for the records in theatres, picture houses, hotels, restaurants, sportsways, race tracks, and football grounds.

The companies interested in this corporation has catalogue numbering 50,000 records, and issues 300 new ones every month.

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined spots on WJAZ, WJS and WABD.

1. Saw Stars.  
Cigarettes in Dark.  
Very Thought of You.  
I'm in Love.  
Only Have Eyes for You.  
Learning.  
Rhythm Southern Accent.  
Dance.  
Love in Bloom.  
Moonlight.  
Then I'll Be Tired.  
They Didn't Believe Me.  
Moon Over Shoulder.  
I'm Lonesome Caroline.  
Isn't It a Shame.  
Last Night's Fog.  
One Night of Love.  
Out in Cold Again.  
Sweetie Pie.  
You're a Builder-Upper.  
All I Do is Dream.  
Blue in Love.  
Dust on Moon.  
Heart to Sing To.

## 802 Officially Adopts Local Autonomy by Voting New Bylaws

Membership of the New York musicians union last week adopted a new set of bylaws in order to make the local's charter conform with the local autonomy granted by the American Federation of Musicians in convention last June. Under the convention's resolution, all the New York local's officers, with the exception of the chairman, will be subject to election. Edward Canavan, the present incumbent of the chairman-presidency, is an appointee by Joseph Weber and he has two years to go before this office also becomes a ballot issue for the 802 membership.

New bylaws will give the local a vice-president for the first time. This office will be filled in December, when the membership holds its annual elections.

Several members have submitted for consideration of the governing board a resolution which seeks to have a band holding down a hotel or cafe spot from also playing a commercial program, or vice versa.

## Al Lyons Band Tosses In Sponge; No Chores

Los Angeles, Sept. 24. After nearly 10 years as one of the Coast's outstanding stage bands, the Al Lyons combination, currently in its fifth week at the Paramount here, with at least one more week to go, will probably be disbanded at that time.

Shortage of profitable stage engagements and the uncertainty of local tours has Lyons ready to throw up the sponge and call it quits.

Rube Wolf, who has been playing at the Edgewater Beach nightclub in San Francisco all summer, comes to the Paramount to replace the Lyons combo. Wolf is a brother of Mike Marco, operator of the Paramount.

## ASCAP Meets

Board of directors of the American Society of Composers, Authors and Publishers meet this Thursday (27) to check over member classifications preliminary to distributing the organization's third quarterly royalty plan.

Publishers' faction have confronting it several bids for classification upping. Writer segment on the board put the notes-and-words group through an extensive class revision at the June get-together.

## 300 Chi Decca Discs For Oct. 15 Release

Chicago, Sept. 24. Release date for the first Decca records has been pushed back from Oct. 1 to Oct. 15, when the Decca catalog will hit with some 1,000 discs. In this territory alone the Decca lab, under Dick Vogman, has turned out more than 100 pictures in the past four weeks.

Among the names were the orchestras of Louis Flanders, Noble Sissle and Earl Hines, and a flock of other races and hill-billy talent.

## ROSE-CABARET BREAK IS DEF.

Breach between Billy Rose and the two cabaret-theatres which he started looks permanent. Yernie Stern, president of the corporations backing both the Casino de Paris and the Billy Rose Music Hall, New York, is going through with the idea of producing in America the Hungarian play, "The Circus Queen," but Lew Brown, it is stated, will be the entrepreneur and not Rose. Rose wants to Europe specifically to get this play.

Montmore Rose has started three different suits against the Billy Rose Music Hall, Inc., and against the Casino. One suit is for \$11,000 back salary for 11 weeks at \$1,000 a week from June 27 to Sept. 5, 1934, when their relations ceased. Another is against the same corporation for \$50,000 on the theory that their contract called for 13 years and computed on a \$50,000 a year basis. Rose contends that, having demanded payment and being denied it, he walked out because of breach of contract.

Suit against the Casino de Paris is for \$4,500 salary arrears on a \$500-a-week basis. There's also a \$500 note due Sept. 30, 1934, upon which suit cannot be started until that date.

Rose's lawyer is J. T. Abelson. Nathan Durban is acting for the M. H. and Casino outfits.

Attorney Abelson states he is also reading replevin proceedings to recover the scenery, costumes and material from the Casino, which allegedly are Rose's property.

Stern, meantime, states that "Circus Star," by Laila-Louise Bus-Pekete and with music by Michel Elie-Monno and Carl Konrad, will be done by Lew Brown in their half after Brown completes "Calling All Stars." Brown presumably will write new music for the circus-drama, as was Rose's intention. Both Rose and Brown are song-writers and producers as well.

## TEXTILE STRIKE HIT SHEET MUSIC BIZ

The textile strike hit the sheet music business exceptionally hard. Jobbers reported last week that the orders from the strike sectors had thinned out to the vanishing point. With the strikers now back to work, the distributors anticipate a rush of orders from these sources.

Publishers' salesmen coming in from the road declared last week that the sheet business had been picking up substantially until the mill strikes popped. Calling on dealers in these textile districts had become a futile affair the past three weeks. Mill hands have always been recognized by the trade as among the major consumers of sheet music.

## Yale's Concerts

New Haven, Sept. 24. Yale will break out its Woolsey Hall concert series Oct. 25. List includes Rachmaninoff, Lily Pons, Boston Symphony Orchestra (twice), Gabrieliwitsch and Spalding (joint recitals), and Richard Crooks. Daniel L. Los, former treasurer of local Shubert, again managers series.

## ROBBINS RECUPINO

Jack Robbins is recuperating from his bad cold, but still not allowed out.

Does have ordered a sea voyage for 100% disinfection from the pay-off and Robbins may take the Canal route to the Coast for the rest of year.

## As a Londonite Sees B'way, There's More Action Now Than in 1929

### Torch Songs

The Pan-Alley publisher Dave Green and radio composer Joey Nash (with Dick Hunter's Rita-Carlton hotel orchestra) have gotten up a list of the best torch songs, more or less complete, which has the Lindy's bunch debating the relative merits. The following songs are indeliberately listed:

"Night and Day."  
"Smoke Gets in Your Eyes."  
"My Melancholy Baby."  
"Let's Call It a Day."  
"Body and Soul."  
"Don't Stand Ghost Chance."  
"When Your Lover Has Gone."  
"I Surrender, Dear."  
"The Man I Love."  
"Time on My Hands."  
"Someday I'll Find You."  
"Very Thought of You."  
"Moon."  
"Alone Together."  
"I'm Through with You."  
"How Deep Is the Ocean."  
"Always."  
"Living in Dreams."  
"I'm Yours."  
"Silent Love."  
"Sweetheart of Sigma Chi."  
"Lover."  
"Too Many Tears."  
"Two Cigarettes in Dark."  
"Love in Bloom."  
"Talk of the Town."  
"For All We Know."  
"Star Dust."  
"If I Forget You."  
"Then I'll Be Tired of You."  
"I Wanna Be Loved."  
"My Man."

## Brunswick's Interest Ups Whiteman's Victor Coin to \$10,000 Per

RCA Victor upped Paul Whiteman's cash advance to \$10,000 per annum on his new Victor contract. In addition to this, Victor pays all musicians' costs, etc., and gives the maestro a 3c royalty on his new recording plan. This is as a concession to keep Whiteman on Victor's roster of artists, although the band leader didn't willfully bid the price up as he told Brunswick he'd rather remain where he is and not switch over.

But Brunswick's bidding for Whiteman's band services influenced the new and improved record contract, as Brunswick was anxious to acquire him in order to bolster its depleted list of recording talent. Brunswick's loss of a host of the top name artists on the platters—come from the Decca (Jack Kapp) found through Kapp, former general manager of Brunswick, starting his own outfit and raiding Brunswick's stars.

## HARRIS DISBANDS OWN ORK IN UNION TANGLE

Union complications are causing Phil Harris to disband his California dance orchestra and he will continue his Cutex radio commercial on NBC-WJZ Fridays at 9 p.m. with a house orchestra and specialty songsters. Leah Ray, as co-conductor, Harris only retaining his trip, the Ambassador, and his arranger, Allan Clark.

Instead he will utilize the crack N.Y. "house" musicians and possibly later assemble a Local 802 (N. Y.) band in order not to encounter N.Y. union difficulties for local engagements.

## COAST ORGANISTS HYPOED

Organ and solist policy has been put into effect in four Fox West Coast shows house, in connection with a bid to 35c which became operative last week.

Houses include the Egyptian, Up-town, Figueroa and Lisemart. Shows and organists will rotate among the four houses if opportunity arises.

England's two most prominent dance masters, Jack Hylton and Ray Noble, are currently in New York. Noble will stay on beyond Hylton's return to London. Latter ends Sept. 29.

Hylton's last American act was five years ago and he opines there is more life and general show activity in those post-depression days than there was in the halcyon period before the economic "39 Wall street debacle.

What's most impressive to the visiting bandman is that all the New York society is wide open, whereas in those pre-war days, outside of a few smart spots like the Central Park Casino and the like, everything that was otherwise considered "worth while" under the then existing circumstances was suppressed and behind closed doors. Repeat has removed all of that.

Bullish Hylton admits that his Broadway pals probably take him to the high spots, and hence the boom business he sees everywhere in the possible explanation, but he can't attribute the fact that there are more spots enjoying bullish trade than there were in '29.

Nothing special to Hylton's trip save his every-so-often trans-Atlantic survey. He books attractions abroad now, as well as at the rate as the "Paul Whiteman of England" but, says Hylton, anything that's worthwhile for London booking is seemingly already committed to somebody else and generally tied up. He's seen only a few indie novelties, and those he may take over.

Hylton must call back to London Sept. 29 in order to open Oct. 8 at the Palladium with the "Crazy Week" variety show. A number of American artists are going over for the Palladium and subsequent variety dates, including Boots Harri, George Formica, Ed Ford and Whitey, Herman Timberg and Ray, Ellis and LaRue.

Hylton will concert tour after his vaude commitments and will go into Germany for the first time since the Hitler regime. He's due in Berlin in late November, booked by the Wolff-Erich concert management, now subordinated of course by the Hitlerites, but still the most prominent concert bureau in mid-Europe.

## TITLE INFRINGEMENT SUIT ON 'LOST FOG'

Dorothy Fields and Jimmy McHugh's song, "Lost in the Fog," first introduced at Ben Mardian's Riviera random production, is the subject of a \$25,000 suit by Margaret N. Taylor (Junius Arlin, professionally) against Robbins, Metro-Goldwyn-Mayer Corp., which owns Robbins' Music, and Mardian.

Title infringement is charged, not song similarities. She claims she mailed a manuscript of her number of the same name to Robbins last spring. Latter's lawyer is moving to dismiss the complaint as defective and not stating sufficient cause for action.

## Goetz Takes Prez Post Of Col. Phonograph

Ben Goetz, executive vice president of Consolidated Film Industries, is now president of Columbia Phonograph Company. He was elected to the post prior to his recent trip to England to negotiate deals abroad for Columbia.

In addition to the Columbia job, Goetz is a vice president of Brunswick Phonograph and American Record Company. The three deals concerns are subsidiaries of Consolidated.

## TYL & A. CONCERT LIMITS

Los Angeles, Sept. 24. Musicians' local, 47, is organizing members' appearance in concerts before local clubs in which they are affiliated.

Board of directors has just fixed the limit at four concert appearances in any one year.

# CLUBS ON UPBEAT

## NAB Revises Performance Royalty Plan, but Still Too Muddled for ASCAP

In a conference last Thursday (20) with E. C. Mills, g. m. of the American Society of Composers, Authors and Publishers, Joseph C. Hostetter, copyright counsel for the National Association of Broadcasters, outlined a revised version of his plan for radio's compensation of music on a per performance basis. Mills advised Hostetter that the idea improved him as still hopelessly complicated, but that the Society was agreeable to considering the per performance angle if it could be simplified and proven fair to both licensee and copyright owner.

Under Hostetter's plan, each type of composition would be given a letter and each musical work a serial number, both of which would serve as an index to the manuscript. The copyright owner would fix a basic price for his number and the eventual figure for the number would be determined by the nature of the station broadcasting it. Each station would serve as a sublicensee of ASCAP, with authority to bill the advertiser for music used and to remit this royalty money to the Society. The price charged the client would be 5% of the net billing for time. Each station would make an entirely separate deal with ASCAP for its containing manager, with this annual charge treated as a nominal matter. For spot announcements the outlet would pay a separate but also nominal royalty.

Mills told Hostetter that he thought the per performance method could be worked out, even though it would require a mob of clerical help, but that the index twist could not be accepted. He said he saw no reason why the numbers couldn't be referred to by their own titles, though it would entail an additional expense in telegraphing.

### Doesn't Affect Suit

Commenting on his discussion with Hostetter, Mills declared that nothing entered into with radio would affect either the latter industry's present agreement with ASCAP, or the dissolution suit filed against the Society by the Government. Under no circumstances, averred Mills, would music's current deal with broadcasting, which expires Aug. 31, 1935, be rewritten. Forbearers now going on with the Miller, Mills pointed out, constitute an attempt to arrive at a license method that could be incorporated in the next agreement between the two industries.

## N. O. Nitory Reopenings

New Orleans, Sept. 24.

Former Metairie Gardens is opening Oct. 11 as the Club Embassy. Tables will be furnished giving every customer a ring-side seat. Joe Capone is bankrolling the nitory.

Rumovet hotel's Blue Room is being remodeled and reopens in October. Raymond Weiss has not yet booked attractions for the season change.

## Robison Vice Belasco

After a long stay at the Hotel St. Morris, New York, Leon Belasco's nitory is being succeeded by Edward Robison.

Robison, with his Deep Rhythm orchestra of 18 men, goes in early in October in the profession, which is being re-organized.

## MONTCLAIR'S SHOW

Peter Perdomino, now the last name because there's another Perdomino, his brother Alex, at the Grand Northern Hotel, New York, has opened at the Hotel Montclair, introducing Harold Stern's band. Others in the show, Lucien Fraser, Claire Wilby, Marion and Floren and Ronda Ortega, last two acts behind cover. Clara La Rue band under direction of Virgil Abadie is alternate number.

## Frank Ad

Los Angeles, Sept. 24.

Music row gagged last week through appearance of an ad that for freshness has about everything in this neck clothed.

Spotted in the help wanted section, it kindly stated, "orchestra wanted, four places, to play for tips."

How to handle a situation like that, question of the NRA and other factors, are making for laughs and lurid language.

## MAY HOLD CODE ON WORK HOURS

Although the music industry's code received its final stamp of approval from the trade last Wednesday (19) during a hearing in Washington, there is a possibility that its submission to President Roosevelt will be deferred because of the clause pertaining to working hours. Last Wednesday's meeting gave the standard music faction a chance to air its differences over the discount provisions of the code.

NRA authorities would prefer to have the publishing industry adopt 36 hours as its weekly maximum. As the code now stands, the 40-hour level is 40 hours. The request for a cut in working hours has been prompted particularly by the results of a survey made by the NRA's bureau of research and planning. This probe, which sought to compare 1928 and 1934 conditions, revealed that in order to equal the 1928 employment level the industry would have to put into effect a 28-hour week.

In 1928 the average pop employee worked 45 hours a week and the average standard publisher's employee 54 hours. Publishers in both phases of the industry say that in consenting to the 40-hour proposition they had made a substantial concession to the NRA.

## Loaded Exploit Gag

Portland, Ore., Sept. 24.

Characterizing the certificate of nomination presented for Jean Anthony, m.e. at the Columbia Gardens, as an independent candidate for Governor as "specious and vulgar," as well as an "insult to the state," officials of the state department contemplate turning the document over to the district attorney of Multnomah county for investigation.

The certificate was brought to the secretary of state's office by Anthony, in person, and it alleged that more than 100 names on the certificate were registered voters at the state meeting in an assembly in the Columbia Gardens.

The certificate contained numerous fictitious names, several of color expressions written in as names and carrying addresses in Washington state. Other signatures were "Franklin Delano Roosevelt," "Nelly Farnum" and "Marty Farnum."

## Cheyenne Nitory Route

Chicago, Sept. 24. Managers of the three clubs in Cheyenne, Wyoming, made a joint decision last week so as to get better talent. By circulating they make an eight-week book. Two weeks in the large cafe, one week in the other two, and then a change of routine for repeat performance.

Booking out of Chi with Tommy Moore.

## CAFES SEE LIGHT AFTER 10 YEARS

Niteries Spread in Midwest for First Time Since 1924 —200% Increase

### SHORT MONEY

Chicago, Sept. 24.

Niteries feel a new tingling sensation running up and down their bandstands, floors and tables. Life is starting to pulse again in the dine and dance rooms. For the first time since the great nite club era of 1924, when niteries reached their admitted peak in take and attendance, the nocturnal spots are seeing soft money again.

Just 16 years have elapsed since those happy days in Dixie, 10 years of dying nite spots, three-piece orchestras and floor shows composed of a couple of hoofers and some nondescript warbler. Maybe it's a new generation, maybe it's the coming American boom, maybe it's just the return of another epoch. But whatever the cause, there is no question about the result. Business in nite clubs has picked up more than 200% since the first of the year and the take is still climbing. Nite clubs which have been gathering spider webs and dust since the market crash-up back in 1930 are now breaking through those locked doors, picking up the chairs off the tables and again putting the "open for business" sign up on the front gate.

### Frolics Start Again

At the close of the year 1933 there were only a dozen recognized nite clubs in this town, which does not mean a number of half-hearted beer taverns. In September, 1934, nine months later, there are 24 established pleasure spots in Chicago. Names which haven't been heard of for years are now once more alive. An instance of this that tells the whole story is the re-birthing of the name of the Frolics cafe. For years the Frolics was the key nitory of the midwest. Seven years ago it started on the downpath and three years ago folded. Last week they re-opened the title, combined with the club Royal, another great nite club name in this town which hadn't been used in years. Now known as the Royale-Frolics, it typifies the awakening of niteries around the town and throughout the territory.

There are in the midwest today approximately 145 weeks of night club route for performers, whereas this time last year it was barely 35 weeks. With the niteries working on fortnight and monthly bookings, the nocturne performers are finding themselves on steady routes taking them within an area covering from Denver to Dallas to Atlanta to Cincinnati. Like the good old days of vaudeville when an act could spend a lifetime right in the midwest, the nite club performers are finding the same situation today.

### Talent Short

Demand for acts in nite spots is still on the upbeat with many booking organizations going into this field which never previously considered the after-dark field as worth anything at all. Not only are the established band booking offices adding talent bureaus, but vaudeville agents and bookers are pulling into the nite business.

There is one trend in the new nite field. And that is the spread of a number of little cafes playing acts ranging from \$50 to \$150 weekly.

There has been a serious decline in the niteries which can attribute to pay for money for acts, in competition with the debut theater. It has come to be a matter of quantity rather than quality.

Nitory field has been a boon to those small-time and family time acts. With small and family time bands completely dead, these acts have found a field where they can sell their type of talent.

## Amer. Musicians' Union Won't Budge From Position Barring Hyllton, Noble from Real Money Over Here

### Eyes Have It

The Fan Alley is now giving full swing to the "eye" cycle. Delys, Brown & Henderson started it out with "My Eyes Wide Open." Current follow-ups include "I Only Have Eyes for You" (Witmark), "I'll Close My Eyes" (Donalson, Douglas & Gumble) and "It Happened When Your Eyes Met Mine."

## RECORDS NEED SALES BALLY

Phonograph records need some of that motion picture exploitation stimulus, in the new thought among the disk makers. They're out to get reviews, just like the films do, and in general to ballyhoo the artists who in most cases are equally as well known on the air and on the screen. For these reasons, an artist on wax at 75c in the home should have commercial value, in the opinion of the newer recording executives.

One of the chief handicaps is admittedly that of the indiscriminate broadcasting by the small kinderland stations of recorded music. Only new legislation can effect that as otherwise the small stations are within their rights to otherwise records—they pay the ASCAP a royalty for the public performance of the music, and they purchase the disks, and there's no legal redress to halt this practice.

Yet obviously these marathon broadcasts of phonograph recordings hurt the general sales, and likewise effect the artists many of whom are sponsored on big commercial hours and who thus feel they are being unjustly exploited.

## Elkort Joins MCA as Talent Bureau Chief

Chicago, Sept. 24.

Radio Elkort moves to the Music Corporation of America offices on Oct. 1 to take care of all MCA talent booking into cafes.

Elkort was formerly with the Leo Sulkin organization here.

## Davis' Cabaret Route

Meyer Davis has looked hands into the Khoreban hotel, Washington, and the Bellevue Stratford, Philadelphia.

Davis, with Bobby Sanford as general manager, will relate shows and bands in night clubs and hotels.

## Booper in Philly Spot

Pittsburgh, Sept. 24.

Etal Covato and John Magrinotti reopening Plaza cafe next week and with a Billy Arnold floor show starring Helen Kane. Plaza, downstairs spot, has been closed since May and features Covato's band.

Covato, who also works as the clerk, has been at Club Bette in Atlantic City all summer.

### BEILIN IN CHI

Al Beilin has become the Chicago act for T. L. Horne's midtown Hill Midway who has joined Harney, his assistant to Joe Doreau.

After leaving the Chicago office of Irving Berlin Inc., two years ago, Beilin took a stab at band arranging and eventually wound up on the Coast as a music publisher on his own.

Two world-famous dance actresses from London, Jack Hyllton and Ray Noble, came to America a fortnight ago, both hoping to break down opposition from the American Federation of Musicians and extend their international activities into the field of American broadcasting. Both have failed. Hyllton wasn't as directly been about the situation, but Noble, through sundry American representatives, came over more or less expressly in the hope of breaking down the barriers.

The best the A.F.M. officials yesterday (Monday) conceded was that Noble may make arrangements for and, if he desires, coach some orchestra for commercial broadcasting, but the type of announcements permissible would be something like: "The Joe Doreau orchestra, featuring Ray Noble's arrangements." Neither Noble nor his representatives favor that. The J. M. Mothen, Inc., agency, handling the Bronson-Seltzer account, which wanted Noble for American broadcasting commercially, might yet be amenable to the announcements on the air going out: "The Bronson-Seltzer orchestra, with Ray Noble's arrangements." The J. M. Mothen, Inc., agency, handling the Bronson-Seltzer account, which wanted Noble for American broadcasting commercially, might yet be amenable to the announcements on the air going out: "The Bronson-Seltzer orchestra, with Ray Noble's arrangements." The J. M. Mothen, Inc., agency, handling the Bronson-Seltzer account, which wanted Noble for American broadcasting commercially, might yet be amenable to the announcements on the air going out: "The Bronson-Seltzer orchestra, with Ray Noble's arrangements."

A. F. M. further ruled Noble may work in this country, provided that he restrict himself to a single job and that he sign no contracts. If Noble elects radio he is, according to the ruling, barred from holding down a cafe or hotel spot or from doing a phonograph or radio disc recording.

While considering Noble's case the heads of the A. F. M. were appealed to by scores of the British musician's friends on this side, many of them influential figures in business and public office. Union execs advised several of them that what had made it toughest for Noble was the fact that he had come into the country with the intention of filling not one but several jobs.

### Hyllton's One Chance

Hyllton, who came over for a periodic c.o. of matters American in show biz was chafed some time ago to enter as a straight concert attraction, but barred out of vaudeville, picture houses, radio, etc. On a straight concert basis, that's not to Hyllton's liking, as commercially it would be less precarious an undertaking. He may, however, accept dates as guest conductor of picture houses like the Paramount or Capitol on Broadway, but without his own orchestra.

In Noble's instance it's different as his reputation as an orchestrator-arranger and Victor (H. M. V.) recording artist, using local musicians, would have to be capitalized.

Hyllton also huddled with the union authorities yesterday (Monday) afternoon, but with the same meagre satisfaction as Noble. He insisted on permission for radio engagements.

## Slipper Reopens

Cleveland, Sept. 24.

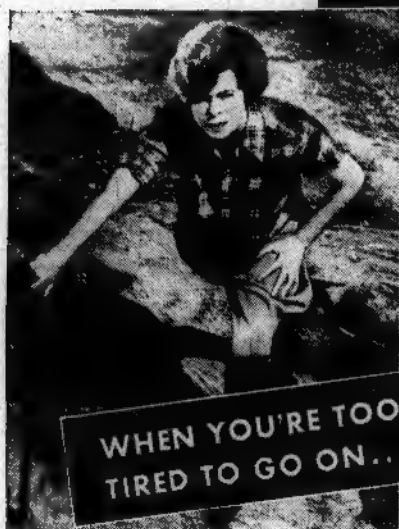
Cyril Slippy, last operated by Phil Melnick, night club owner, is being reopened again Oct. 1 as the Trixie, influenced by Charles Horvath, part-owner of Joan Cocklette Enterprises in Detroit. Under name of Associated Enterprises, Inc., Melnick is to be helped by Miles H. Knowles and Charles H. Jones head of Detroit.

Red Nichols or Tommy Christian will open the dinner hall one of the largest in Cleveland. Re-organized act is having a double-stroke bandstand and an indoor rate built.





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**MISS GEORGIA ENGELHARD** has scaled 90 major peaks, 36 in one season, including such giants as Mt. Victoria, which towers 11,363 feet...a peak she climbed in record time. Blander, but a marvel of endurance and energy, Georgia Engelhard says: "When people tell me of being tired out, or lacking 'pep,' I don't know of better advice to give than you'll find in the suggestion 'Get a lift with a Camel.'"

Get a  
**LIFT**  
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## YOU'LL ENJOY this thrilling response in your flow of energy!

In light of the recent scientific confirmation of the "energizing effect" in Camels, note what Miss Engelhard, champion woman mountain climber, says:

"Mountain climbing is great sport, but don't try it unless you have plenty of energy. Many

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For with Camels, you will find that steady smoking does not jangle the nerves.

### ANY TOBACCO MAN WILL TELL YOU:

"Camels are made from finer, more expensive tobaccos—Turkish and Domestic—than any other popular brand."



**SALESMAN.** E. W. Davis says: "I'll say this for Camel's costlier tobacco—they taste better! And when I'm tired, a Camel revives my energy!"



**WATER-BOAT RACE.** Mrs. Florence Burnham says: "For a long time I have been a Camel fan. Camels, being so much milder, never disturb my nerves so I smoke them all I want."

**BOATMAN.** Carl Johnson says: "I agree with what has been said by Camel smokers who bring out the fact that you do get a 'lift' with a Camel... Camels helped me at the World's Fair when I was 'all in.' I always smoke a Camel when I feel 'low' or out of 'pep' to bring back my energy."

## Camel's Costlier Tobaccos never get on your Nerves!